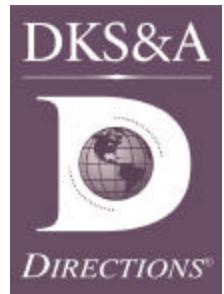


**California 2003
Domestic Travel Report**

From the *DESTINATION PERFORMANCE/Monitor*SM

Prepared by:



**D.K. Shifflet
& Associates Ltd.**

Excellence in Travel Intelligence ®

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Marketing Intelligence Snapshot

- California hosted 299.9 million travelers in 2003, a 3.1% decrease from visitor volume in 2002. Business travel to California negatively affected total travel volume, dropping 10.2% from 85.4 million business travelers in 2002 to 76.7 million in 2003. Leisure travel in California remained relatively stable with a slight drop of 0.3% from 224 million leisure visitors in 2002 to 223.3 million in 2003.
- California resident travel within the state fell in 2003, dropping from 265.3 million travelers in 2002 to 254.6 million in 2003. The fall in resident travel was led primarily by the business travel segment which declined 10.1% compared to a small drop in resident leisure travel which only slipped 1.8%.
- Non-resident visitation increased in California in 2003, growing 2.7% to 45.3 million travelers over 2002. Leisure travel grew among non-resident visitors, increasing 10% to 31.4 million non-resident leisure visitors. This growth was strong enough to outweigh the negative performance of the non-resident business segment, which fell 10.8% in 2003.
- Total travel at the national level grew 4.2% reaching 2.7 billion visitors in 2003. Because of the growth of total travel at the national level and reduction of travel volume in California, the state lost share of the U.S. travel market, falling from 11.5% in 2002 to 10.7% in 2003. California maintained it's ranking as the top destination in the U.S. in terms of person-trip market share.
- Traveler spending in California dropped slightly from 2002 as travelers economized. Average per person daily spending in 2002 by the California traveler was \$121 a day versus \$118.60 a day in 2003. The drop was caused by a reduction in spending by the business traveler.
- The primary demographics of travelers to California help to understand the profile of current and potential visitors. The median age of a traveler to California was 43 years with a median annual household income of \$71,300. The large majority of visitors were married (66.7%) and employed in a managerial or professional occupation.
- The primary purpose visitors came to California was for leisure (74%). Within the leisure travel segment, most visitors traveled to California to visit friends or relatives (32.3%) followed by other personal reasons (20%).

California Year End 2003

- The average party size of travelers to California in 2003 was 2.1 persons, which remained stable from 2002. In the leisure travel segment, the average party size was 2.4 persons in 2003, a slight drop from 2.5 persons in 2002. The business travel segment had an average party size of 1.5 persons, with no change from 2002.
- The primary mode of transportation for visitors to California was the auto, 79.9%, a slight drop from 82.1% in 2002. There was a slight increase in Camper/RV travel to California, increasing from 1.4% in 2002 to 2.1% in 2003. Most visitors to the state stayed in paid accommodations when arriving in California, 63.9%. Among the paid accommodations segment, 51.6% stayed in hotels.
- The average distance traveled by visitors to California was 331 miles one way in 2003, a slight increase from 321 miles in 2002. The top origin state for travelers in California was the state itself with residents comprising 85% of California visitors. Nevada and Arizona followed with 2.2% and 1.9% of California visitors, respectively.

Economy in Review Year End 2003

Leading Economic Indicators:

The U.S. economy maintained a steady growth in 2003. Real GDP grew at about 2.2 percent in the first half of 2003; by the third quarter the economy was picking up even more strongly, so that the average GDP growth for the year as a whole was 3.1%. Nevertheless, the pace was still well off the strong growth of the late 1990s. Personal disposable income per capita was also up in 2003, although only slightly. The increase was less than was enjoyed in 2002. Furthermore, consumers weren't spending the increase: per capita consumer spending was flat in 2003.

The growth in GDP and disposable income was offset, in the first part of the year at least, by a rising unemployment rate. By the end of the year, however, the unemployment rate had started falling again, so that in December 2003 it stood at 5.7%, down from 6.0% in December 2002. As might be expected, consumer confidence provided a mirror image to the unemployment rate - falling in the first part of 2003, but rebounding toward the end of the year. By December, consumer confidence index stood at 91.7 after having dipped as low as 61.4 during the run-up to the Iraq war in March. As of January 2004, the consumer confidence index had risen to 96.8 – a good sign for a growing economy.

See Table 1 for details of economic indicators for 2003.

Travel Volume and Expenditures:

2001 was obviously a difficult year for the travel industry. Many observers expected a rebound in 2002, but the actuality was more like a leveling off. 2003 did provide somewhat of a rebound, primarily in leisure travel. This pronounced divergence in the fortunes of leisure and business travel, which has been evident for two years now, is especially apparent in overnight travel. By whatever measure is used, overnight business travel was either flat or declined slightly in 2003, while overnight leisure travel grew vigorously.

There were about 884 million domestic room nights sold in the United States. While this figure represents a modest increase from 2002, it still falls short of the peak of 897 million room nights in 2000. On the other hand, total travel spending, which reached \$625 billion in 2003, did manage to eclipse the previous high, also established in 2000. The entire increase in travel spending can be attributed to spending on leisure travel.

Domestic person trip and person day volume also reached new highs in 2003. Again, all of the growth was on the leisure side of the ledger. Overnight leisure person trips achieved a milestone of sorts, moving past the one billion mark for the first time ever.

With a positive economy outlook for 2004, experts in the travel industry are expecting impressive growth in the travel industry for 2004. All signs point toward continued strong growth in leisure travel and a slow rebound in business travel.

See Table 2 for details of U.S. domestic travel statistics for 2003.

Table 1: Economy in Review - Economic Indicators

	2003	2002	2001	2000	%change		
					03/02	02/01	01/00
Consumer Confidence Index (base:1985=100)							
Annual Average	79.6	96.6	106.6	139.0	N/A	N/A	N/A
At Year End	91.7	80.7	94.6	128.6	N/A	N/A	N/A
Real Gross Domestic Product (billions 2000 \$)							
Annual Total	\$10,398	\$10,083	\$9,867	\$9,817	3.1%	2.2%	0.5%
Per Capita Disposable Personal Income							
Annual Total	\$26,788	\$26,356	\$25,652	\$25,472	1.6%	2.7%	0.7%
Per Capita Personal Consumption Expenditure							
Annual Total	\$25,302	\$24,773	\$24,196	\$23,862	2.1%	2.4%	1.4%
Consumer Price Index (base: 1982-1984=100)							
Annual Average	184.0	179.9	177.2	172.3	2.3%	1.5%	2.8%
At Year End	184.9	181.6	177.3	174.6	1.8%	2.4%	1.5%
Travel Price Index							
Annual Average	201.1	196.8	196.9	194.8	2.2%	-0.1%	1.1%
At Year End	195.9	190.9	186.1	189.7	2.6%	2.6%	-1.9%
Unemployment Rate							
Annual Average	6.0%	5.7%	4.8%	4.0%	N/A	N/A	N/A
At Year End	5.7%	5.9%	5.6%	4.0%	N/A	N/A	N/A

Sources:

Economic Indicators - Department of Commerce, Bureau of Economic Analysis

Travel Price Index - Tourism Industry Association (TIA)

Consume Confidence Index - Conference Board Consumer Confidence Survey

Table 2: Economy in Review - U.S. Volume and Direct Spending

	<u>YE 2003</u>	<u>YE 2002</u>	<u>YE 2001</u>	<u>YE 2000</u>	<u>% Changes</u>	<u>03/02</u>	<u>02/01</u>	<u>01/00</u>
Hotel Room Night Volume (millions)								
Total	884.0	869.2	865.2	896.8	1.7%	0.5%	-3.5%	
Business	454.1	461.2	484.0	498.3	-1.6%	-4.7%	-2.9%	
Leisure	429.9	408.0	381.3	398.5	5.4%	7.0%	-4.3%	
Stays Volume (millions)								
Total	1301.8	1267.2	1267.9	1282.3	2.7%	-0.1%	-1.1%	
Day	659.9	651.8	649.7	648.2	1.2%	0.3%	0.2%	
Overnight	641.9	615.4	618.2	634.1	4.3%	-0.5%	-2.5%	
Overnight Business	204.9	206.3	213.8	222.5	-0.7%	-3.5%	-3.9%	
Overnight Leisure	437.0	409.1	404.4	411.6	6.8%	1.2%	-1.8%	
Person Trips Volume (millions)								
Total	2796.7	2684.5	2651.4	2649.4	4.2%	1.2%	0.1%	
Day	1428.3	1385.9	1364.8	1334.3	3.1%	1.5%	2.3%	
Overnight	1368.4	1298.5	1286.6	1315.1	5.4%	0.9%	-2.2%	
Overnight Business	310.2	309.9	315.9	332.2	0.1%	-1.9%	-4.9%	
Overnight Leisure	1058.2	988.6	970.7	982.9	7.0%	1.8%	-1.2%	
Person Days Volume (millions)								
Total	6179.7	5903.7	5850.2	5943.7	4.7%	0.9%	-1.6%	
Day	1071.2	1039.5	1023.6	1000.7	3.1%	1.5%	2.3%	
Overnight	5108.5	4864.3	4826.6	4943.0	5.0%	0.8%	-2.4%	
Overnight Business	1126.2	1127.1	1142.9	1211.4	-0.1%	-1.4%	-5.7%	
Overnight Leisure	3982.3	3737.1	3683.7	3731.6	6.6%	1.5%	-1.3%	
U.S. Travel Spending (millions)								
Total	\$624,847	\$587,485	\$567,922	\$600,523	6.4%	3.4%	-5.4%	
Day	\$105,611	\$102,104	\$91,798	\$91,109	3.4%	11.2%	0.8%	
Overnight	\$519,236	\$485,381	\$476,124	\$509,414	7.0%	1.9%	-6.5%	
Overnight Business	\$157,290	\$157,768	\$162,081	\$172,198	-0.3%	-2.7%	-5.9%	
Overnight Leisure	\$361,946	\$327,613	\$314,043	\$337,216	10.5%	4.3%	-6.9%	

Source: DKS&A Associates Directions

California Year End 2003 Data Table Banner Point Definitions

California Travel													
Total US	Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg\$ No Tran

Total U.S.	Total domestic travel with the U.S.
Total	Total domestic travel to and within California
Busns	Domestic business travel to and within California
Leisr	Domestic leisure travel to and within California
Ovrnt Lei	Domestic overnight leisure travel to and within California
Total Res	Domestic travel within California by California residents
Leisr Res	Domestic leisure travel within California by California residents
Total N-Res	Domestic travel to California by non-residents
Leisr N-Res	Domestic leisure travel to California by non-residents
Auto	Domestic travel to and within California by travelers who used an automobile as the primary transportation mode. Auto includes cars, vans, and small trucks.
Air	Domestic travel to and within California by travelers who used an airplane as the primary transportation mode.
N-Res Hotel	Domestic travel to California by non-resident travelers who stayed at a paid hotel/motel
Cultr	Domestic travelers to and within California that participated in the culture activity group which includes the following activities: Concert/Play/Dance (2001+) Festival, Craft Fair Museum, Art Exhibit (2001+) Cultural (museum/play/concert) (Before 2001) Visit Historic Site
Avg \$ No tran	The average daily spending per person per day, excluding transportation spending

"**" indicates the finding is less than 1%

"-" indicates the finding does not apply

U.S. Travel Volume
Person-Trips Based (in millions)

	<i>% Change</i>								
	2003	2002	2001	2000	1999	03/02	02/01	01/00	00/99
Total	2796.7	2684.5	2651.4	2649.4	2584.6	4.2%	1.2%	0.1%	2.5%
Business	714.83	714.36	709.49	764.15	729.77	0.1%	0.7%	-7.2%	4.7%
Leisure	2081.9	1970.1	1941.9	1885.2	1854.9	5.7%	1.5%	3.0%	1.6%
Overnight Leisure	1058.2	988.6	970.7	982.9	951.5	7.0%	1.8%	-1.2%	3.3%

California Travel Volume & Market Share
Person-Trips Based (in millions)

	2003		<i>% Change</i>	2002		2001		2000		1999		
	Volume	Share		Volume	Share	Volume	Share	Volume	Share	Volume	Share	
Total	299.9	10.66%	-3.1%	309.4	11.47%	307.7	11.50%	287.3	10.81%	266.3	10.33%	
Business	76.7	10.69%	-10.2%	85.4	11.79%	84.5	11.77%	81.2	10.60%	72.8	9.99%	
Leisure	223.3	10.64%	-0.3%	224.0	11.35%	223.3	11.40%	206.1	10.90%	193.5	10.47%	
Share of U.S. Segment												
Overnight Leisure	104.8	3.69%	7.5%	97.5	3.58%	102.8	3.92%	99.1	3.87%	91.3	3.67%	
Resident	254.6	9.05%	-4.0%	265.3	9.85%	265.7	9.91%	241.5	9.03%	221.9	8.52%	
Resident Business	62.8	2.27%	-10.1%	69.9	2.59%	70.0	2.61%	66.7	2.49%	57.9	2.21%	
Resident Leisure	191.8	6.78%	-1.8%	195.4	7.26%	195.6	7.30%	174.8	6.54%	164.0	6.31%	
Non-Resident	45.3	1.61%	2.7%	44.1	1.62%	42.1	1.59%	45.8	1.79%	44.4	1.81%	
Non-Resident Business	13.9	0.50%	-10.8%	15.5	0.58%	14.4	0.55%	14.5	0.56%	14.9	0.60%	
Non-Resident Leisure	31.4	1.11%	10.0%	28.6	1.05%	27.6	1.04%	31.3	1.23%	29.5	1.21%	
Share of Total U.S. Travel												

Please note, market share estimates may differ slightly from calculating directly from the volume estimates in some instances.

Travel volume is estimated using the Small Area Estimation Model, see Survey Methodology. Due to the modeling process, it is not recommended to calculate market share from the volume estimates. Instead, market share is derived directly from the survey responses and is provided in the report under the Market Share column. Any differences are within range of statistical error.

DKS&A is committed to using the best available data sources at the time of publishing. As a result, historical numbers may change due to improved methodologies and additional data input.

California Year End 2003

California Monthly Person-Trips Volume (in millions)

	Jan-03	Feb-03	Mar-03	Apr-03	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03
Total U.S. Travel	196.44	199.03	222.91	217.04	225.15	247.10	294.31	322.58	228.98	188.04	221.00	234.15
US Business	56.97	62.03	66.08	61.92	59.74	56.02	61.09	64.20	65.49	55.40	61.62	44.27
US Leisure	139.46	137.00	156.83	155.11	165.41	191.08	233.22	258.38	163.50	132.65	159.38	189.87
Total	23.81	22.32	27.12	25.09	24.24	24.68	28.96	35.81	22.33	18.14	24.01	23.41
Business	6.80	6.37	7.99	6.54	6.99	5.43	7.04	5.83	6.72	5.12	7.26	4.57
Leisure	17.01	15.96	19.13	18.55	17.26	19.24	21.92	29.98	15.61	13.02	16.74	18.84
Residents	19.87	19.28	23.46	21.89	20.62	19.78	23.95	30.94	18.15	15.60	21.36	19.71
Non-Residents	3.94	3.04	3.65	3.20	3.62	4.90	5.01	4.87	4.18	2.54	2.64	3.70
Overnight	10.02	9.70	11.20	10.02	10.48	12.88	14.32	16.09	9.85	8.60	11.54	11.81
Overnight Business	3.24	2.89	2.76	2.52	2.85	2.63	3.11	2.54	2.39	2.05	2.61	2.08
Overnight Leisure	6.77	6.81	8.44	7.50	7.63	10.25	11.20	13.55	7.46	6.55	8.93	9.73
Resident Overnight	7.58	7.02	7.87	7.19	7.16	8.41	10.18	12.04	6.38	6.47	9.00	8.60
Non Resident Overnight	2.43	2.69	3.34	2.83	3.32	4.47	4.14	4.05	3.47	2.13	2.53	3.21

Travel volume is estimated using the Small Area Estimation Model, see Survey Methodology. Due to the modeling process, it is not recommended to calculate market share from the volume estimates. Instead, market share is derived directly from the survey responses and is provided in the report under the Market Share tables.

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2003* California County Person-Trips Volume (in millions)

<i><u>County</u></i>	<i><u>Total</u></i>	<i><u>Leisure</u></i>	<i><u>County</u></i>	<i><u>Total</u></i>	<i><u>Leisure</u></i>
Alameda	7.16	3.93	Riverside	15.51	12.77
Butte	2.23	1.74	Sacramento	14.57	9.65
Contra Costa	3.31	2.47	San Bernardino	11.85	9.23
El Dorado	4.89	4.31	San Diego	37.15	27.29
Fresno	4.88	3.25	San Francisco	20.70	14.41
Humboldt	1.26	1.04	San Joaquin	3.79	2.85
Inyo	1.12	0.99	San Luis Obispo	7.07	5.27
Kern	6.24	3.82	San Mateo	3.38	2.74
Los Angeles	47.79	31.36	Santa Barbara	9.48	6.97
Madera	0.94	0.85	Santa Clara	10.16	6.52
Mendocino	2.23	1.96	Santa Cruz	4.31	3.92
Merced	2.98	2.59	Shasta	1.99	1.58
Mono	0.93	0.79	Solano	5.12	4.54
Monterey	7.47	6.18	Sonoma	6.55	5.20
Napa	3.54	2.86	Stanislaus	2.77	1.66
Orange	25.32	21.32	Tulare	2.20	1.86
Placer	2.25	1.95	Ventura	3.49	3.07
Plumas	2.19	1.85			

**Due to small sample sizes at smaller county levels, the 2003 volume was estimated by rolling years 2001-2003.*

2003* California County Person-Trips Volume (in millions)

<i>Sorted by Leisure</i>					
<i>County</i>	<i>Total</i>	<i>Leisure</i>	<i>County</i>	<i>Total</i>	<i>Leisure</i>
Los Angeles	47.79	31.36	Ventura	3.49	3.07
San Diego	37.15	27.29	Napa	3.54	2.86
Orange	25.32	21.32	San Joaquin	3.79	2.85
San Francisco	20.70	14.41	San Mateo	3.38	2.74
Riverside	15.51	12.77	Merced	2.98	2.59
Sacramento	14.57	9.65	Contra Costa	3.31	2.47
San Bernardino	11.85	9.23	Mendocino	2.23	1.96
Santa Barbara	9.48	6.97	Placer	2.25	1.95
Santa Clara	10.16	6.52	Tulare	2.20	1.86
Monterey	7.47	6.18	Plumas	2.19	1.85
San Luis Obispo	7.07	5.27	Butte	2.23	1.74
Sonoma	6.55	5.20	Stanislaus	2.77	1.66
Solano	5.12	4.54	Shasta	1.99	1.58
El Dorado	4.89	4.31	Humboldt	1.26	1.04
Alameda	7.16	3.93	Inyo	1.12	0.99
Santa Cruz	4.31	3.92	Madera	0.94	0.85
Kern	6.24	3.82	Mono	0.93	0.79
Fresno	4.88	3.25			

**Due to small sample sizes at smaller county levels, the 2003 volume was estimated by rolling years 2001-2003.*

CA Top Activities volume

Person-Trips

(note: activity volume estimates will differ from the 2002 year-end report due to the use of the latest volume model in 2003; small area estimation model)

	U.S.	CA Travel											
		Total		Night		Resident		Non-Resident		Non-Res.		Auto	Air
		(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)
Total													
2003	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	21.4	239.8	31.7	
2002	2684.5	309.4	85.4	224.0	97.5	265.3	195.4	44.1	28.6	23.0	252.5	32.6	
2001	2651.4	307.7	84.5	223.3	102.8	265.7	195.6	42.1	27.6	20.5	241.0	36.9	
2000	2649.4	287.3	81.2	206.1	99.1	241.5	174.8	45.8	31.3	22.6	226.2	38.7	
1999	2584.7	266.3	72.8	193.5	91.3	221.9	164.0	44.4	29.5	21.4	206.9	36.4	
Dining													
2003	883.1	105.6	28.3	79.8	37.8	87.4	67.4	18.1	12.5	11.3	87.6	13.4	
2002	821.5	109.4	29.8	84.1	34.5	93.3	73.4	16.1	10.8	11.3	93.9	14.2	
2001	826.6	102.9	27.2	77.8	32.6	86.1	66.6	16.6	11.2	10.4	82.8	14.7	
2000	857.0	96.5	24.9	72.9	33.0	79.5	62.2	16.9	10.7	10.9	76.8	17.2	
1999	790.7	88.6	25.7	64.0	30.1	70.8	53.1	17.5	10.8	10.9	68.3	17.6	
Shopping													
2003	715.6	72.7	13.6	62.2	27.9	58.8	50.8	13.8	11.4	7.1	61.9	8.8	
2002	676.9	81.1	15.7	68.3	29.3	68.3	57.6	12.8	10.6	7.4	70.0	9.5	
2001	669.8	75.9	14.7	63.1	27.7	63.9	53.8	11.9	9.3	6.5	61.6	9.3	
2000	725.3	72.0	11.9	61.3	28.2	58.4	50.3	13.5	10.9	7.4	59.6	10.7	
1999	697.1	69.6	14.0	56.6	25.3	57.0	46.7	12.5	9.8	6.9	54.7	11.3	
Entertainment													
2003	622.8	76.1	12.5	66.1	30.0	62.2	54.0	13.8	12.1	7.8	63.7	8.6	
2002	576.2	75.4	12.9	65.8	27.7	63.4	55.6	12.0	10.2	7.8	66.5	8.7	
2001	547.7	68.7	10.9	59.0	26.2	56.8	50.1	11.8	8.9	7.1	54.4	9.0	
2000	600.9	68.5	12.0	57.6	28.3	55.4	47.2	12.9	10.3	7.6	55.2	11.3	
1999	576.1	65.9	10.9	55.7	24.8	53.2	45.7	12.5	9.8	7.1	53.1	10.8	
Sightseeing													
2003	622.7	70.9	11.3	64.2	33.0	56.2	50.8	14.6	13.4	7.6	53.8	9.9	
2002	609.9	73.4	11.5	63.6	32.6	58.4	51.0	14.9	12.7	8.2	56.9	10.4	
2001	586.3	74.2	12.2	63.3	32.5	59.2	51.3	14.7	12.0	8.0	54.0	10.6	
2000	470.0	53.3	6.9	47.1	26.9	39.6	35.4	13.3	11.5	6.6	38.0	10.3	
1999	504.5	55.0	9.8	46.2	27.4	40.4	34.3	14.2	11.6	7.3	37.1	10.5	

California Year End 2003

U.S.		CA Travel																	
		Total	Night	Resident	Non-Resident	Non-Res.	Auto	Air	Total	Business	Leisure	Leisure	Total	Leisure	Total	Leisure	Hotel/Motel	Travel	Travel
	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)
Beach/Waterfront																			
2003	205.6	33.1	4.7	30.7	17.4	25.6	23.8	7.5	7.0	3.7	25.9	3.6							
2002	203.3	33.4	4.5	29.4	15.1	27.6	24.2	5.8	5.2	3.0	27.2	3.4							
2001	190.9	31.4	3.7	27.9	16.0	25.1	22.8	6.1	5.0	3.2	23.3	4.0							
2000	220.7	36.4	5.1	31.6	17.5	29.2	25.4	7.1	6.1	3.4	28.8	4.7							
1999	221.2	30.6	5.2	26.0	16.7	23.7	20.1	6.7	5.7	3.3	22.3	4.9							
Theme/Amusement Park																			
2003	192.9	33.6	2.7	32.2	13.8	26.0	25.4	7.5	6.9	4.4	28.2	3.7							
2002	181.8	37.4	5.0	33.9	13.9	29.9	27.0	7.5	6.9	4.9	32.2	3.9							
2001	179.3	36.7	4.4	33.1	14.1	30.5	27.8	6.1	5.3	3.8	29.7	4.3							
2000	179.2	30.9	2.8	27.5	13.4	23.7	21.1	7.0	6.3	3.7	24.0	4.9							
1999	178.8	27.3	2.6	24.9	11.8	21.1	19.2	6.1	5.6	3.7	22.1	3.8							
Parks: National, State, etc.																			
2003	175.2	21.3	3.2	19.3	11.6	16.4	14.9	4.8	4.4	1.9	16.0	2.5							
2002	167.1	21.9	3.0	19.0	10.8	18.2	15.8	3.7	3.2	2.0	17.5	2.1							
2001	168.1	22.2	2.6	19.7	11.1	18.2	16.2	4.0	3.4	1.7	16.5	2.9							
2000	171.1	20.2	1.9	18.4	11.5	16.2	14.8	3.9	3.5	1.7	15.5	2.6							
1999	180.3	20.3	2.5	18.1	10.7	15.9	14.2	4.3	3.8	1.8	15.7	2.6							
Hike, Bike, etc.																			
2003	91.2	13.7	1.2	12.8	9.0	12.1	11.3	1.6	1.5	0.4	10.8	1.2							
2002	91.5	13.2	1.8	11.9	6.7	12.0	10.8	1.3	1.1	0.3	10.4	0.9							
2001	96.4	17.2	2.1	15.5	8.6	15.7	14.2	1.6	1.3	0.6	12.3	1.3							
2000	116.7	18.6	2.2	16.5	10.0	16.5	14.8	2.1	1.7	0.7	14.4	1.6							
1999	120.1	16.9	1.3	15.5	9.0	15.2	14.1	1.8	1.5	0.6	12.8	1.5							
Nightlife																			
2003	206.3	17.6	3.3	13.8	8.0	14.1	11.1	3.4	2.7	1.6	13.9	2.8							
2002	180.0	17.4	5.2	12.9	7.6	14.4	10.9	3.0	2.0	1.8	13.5	3.0							
2001	166.6	19.5	5.6	13.9	8.0	15.8	11.4	3.6	2.5	1.6	15.0	3.1							
2000	165.2	16.9	4.2	13.0	8.3	13.6	10.7	3.3	2.3	1.9	12.7	3.3							
1999	174.9	17.2	3.8	13.6	7.6	13.2	11.0	3.8	2.6	2.0	12.0	3.8							

California Year End 2003

U.S.		CA Travel											
		Total (millions)	Total (millions)	Business (millions)	Leisure (millions)	Night Leisure (millions)	Resident Total (millions)	Resident Leisure (millions)	Non-Resident Total (millions)	Non-Resident Leisure (millions)	Non-Res. Hotel/Motel (millions)	Auto Travel (millions)	Air Travel (millions)
Visit Historic Site													
2003	142.0		14.7	2.1	13.5	6.8	12.0	11.0	2.7	2.5	1.2	10.4	1.8
2002	138.6		15.2	2.3	14.1	7.4	11.7	11.1	3.6	3.0	1.8	11.5	2.7
2001	144.7		13.6	2.2	11.8	6.4	10.4	9.5	3.1	2.2	1.6	9.6	2.3
2000	194.4		18.4	2.2	16.3	8.6	14.6	13.1	3.8	3.1	1.7	13.8	2.9
1999	191.9		18.5	3.6	15.1	7.4	14.4	12.0	4.0	3.1	2.3	13.1	3.3
Concert, Play, Dance													
2003	131.4		12.5	2.3	11.4	4.7	10.8	9.9	1.7	1.5	0.5	10.4	1.1
2002	121.5		13.3	3.6	10.6	5.1	11.8	9.3	1.5	1.3	0.7	11.6	1.0
2001	116.7		12.4	2.6	10.0	4.1	10.9	9.0	1.5	1.1	0.7	9.9	1.0
2000	n/a		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1999	n/a		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Watch Sports Event													
2003	134.4		12.3	2.7	9.9	3.9	10.1	8.4	2.1	1.4	1.1	8.4	1.3
2002	131.1		11.3	2.5	9.2	4.1	9.5	7.8	1.8	1.4	0.9	9.1	1.3
2001	130.5		9.9	1.3	8.2	4.3	8.2	7.2	1.7	1.0	0.8	7.3	1.0
2000	138.2		12.0	3.5	8.8	4.6	10.1	7.1	1.9	1.7	0.9	9.2	1.7
1999	136.9		11.0	2.5	8.6	3.9	9.1	7.1	1.9	1.4	0.9	8.8	1.4
Festival, Craft Fair, etc.													
2003	144.8		13.7	3.0	10.8	5.0	12.5	9.8	1.2	1.0	0.5	11.6	0.8
2002	142.6		16.5	4.2	12.2	3.7	15.4	11.2	1.1	1.0	0.3	14.0	0.8
2001	128.2		15.4	3.8	12.1	4.5	14.3	11.4	1.2	0.8	0.4	13.2	0.8
2000	133.3		12.2	1.8	10.4	5.1	10.3	8.8	1.8	1.6	0.7	9.4	1.3
1999	138.9		14.6	3.2	11.7	5.7	12.9	10.2	1.8	1.5	0.7	11.0	1.2

California Year End 2003

	U.S.		CA Travel									
	Total		Night		Resident		Non-Resident		Non-Res.		Auto	Air
	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)
Camping												
2003	71.9	10.1	1.0	9.7	9.7	8.8	8.7	1.3	1.0	0.0	6.2	0.1
2002	66.3	8.6	1.3	7.4	7.5	7.9	6.8	0.7	0.6	0.0	5.0	0.0
2001	64.7	9.3	1.1	7.7	7.5	8.6	7.1	0.8	0.6	0.0	4.4	0.1
2000	79.9	10.3	1.0	9.2	8.9	8.9	7.9	1.5	1.3	0.0	5.6	0.2
1999	77.2	10.2	1.2	9.0	8.7	9.2	8.1	1.0	0.9	0.0	5.6	0.2
Hunt, Fish, etc.												
2003	85.1	6.6	1.4	4.7	3.0	6.3	4.5	0.3	0.2	0.1	5.5	0.1
2002	84.4	7.3	1.7	5.6	4.3	6.9	5.2	0.4	0.4	0.2	5.7	0.2
2001	70.6	5.9	0.6	5.1	2.5	5.6	4.8	0.3	0.3	0.0	3.7	0.2
2000	85.7	7.8	1.2	6.8	3.9	7.1	6.1	0.7	0.7	0.1	5.8	0.3
1999	88.1	6.7	1.6	5.0	3.0	6.3	4.6	0.5	0.4	0.2	5.3	0.3
Play Golf												
2003	73.1	10.6	2.9	6.5	3.3	8.7	5.0	1.8	1.5	0.4	9.3	1.3
2002	62.8	7.5	2.0	4.8	3.3	6.3	4.0	1.1	0.8	0.6	6.4	0.9
2001	59.9	5.7	1.1	4.0	2.9	4.7	3.2	1.0	0.7	0.4	4.5	0.7
2000	58.5	7.3	2.6	4.7	3.0	5.9	3.6	1.3	1.0	0.6	5.5	1.3
1999	56.6	6.0	1.3	4.7	2.7	4.8	3.9	1.2	0.8	0.6	4.6	1.1
Shows: boat, auto, antique, etc.												
2003	45.6	4.6	2.8	2.0	1.4	4.2	1.8	0.4	0.3	0.2	3.7	0.4
2002	45.1	4.3	1.8	2.6	0.8	4.0	2.4	0.4	0.1	0.2	3.9	0.3
2001	38.8	4.2	1.6	2.6	0.9	3.8	2.4	0.4	0.2	0.2	3.4	0.3
2000	69.3	5.9	2.7	3.3	1.6	4.8	2.6	1.1	0.7	0.4	4.3	0.7
1999	64.7	4.8	1.9	3.1	1.7	3.8	2.5	1.0	0.6	0.5	3.5	0.8

California Year End 2003

	U.S.		CA Travel									
	Total	Total	Night	Resident	Resident	Non-Resident	Non-Resident	Non-Res.	Auto	Air		
	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)		
Gamble												
2003	186.6	15.0	1.3	10.7	4.7	12.9	9.0	2.1	1.7	0.8	12.6	1.1
2002	158.8	9.0	1.2	6.0	3.6	7.8	5.3	1.2	0.7	0.6	6.8	0.9
2001	145.7	7.8	0.7	6.2	2.5	6.8	5.5	1.0	0.7	0.3	6.3	0.8
2000	144.7	5.8	0.9	4.8	2.2	5.0	4.1	0.8	0.7	0.4	4.5	0.6
1999	135.5	6.0	0.7	5.1	2.5	4.9	4.2	1.1	0.9	0.4	4.6	0.6
Other Adventure Sports												
2003	62.4	7.1	2.0	5.2	2.9	6.3	4.7	0.7	0.5	0.3	6.0	0.4
2002	58.2	7.5	1.7	5.9	3.2	6.7	5.4	0.8	0.5	0.4	6.2	0.3
2001	53.4	7.6	2.6	5.1	2.5	7.1	4.5	0.6	0.6	0.3	5.7	0.5
2000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1999	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Boat/Sail												
2003	53.1	5.5	1.2	4.0	2.5	4.7	3.4	0.8	0.6	0.2	4.6	0.4
2002	45.3	4.7	0.8	4.0	2.4	4.1	3.4	0.6	0.6	0.2	3.9	0.2
2001	47.1	4.6	0.6	4.1	2.5	4.0	3.6	0.6	0.4	0.3	3.1	0.5
2000	53.6	4.0	0.6	3.4	2.5	3.3	2.8	0.7	0.6	0.3	3.0	0.5
1999	59.4	4.8	0.8	3.9	2.8	4.0	3.2	0.8	0.7	0.3	3.5	0.6
Snow Ski												
2003	32.9	5.2	0.8	3.7	2.1	4.7	3.4	0.5	0.3	0.2	4.4	0.4
2002	33.1	5.3	0.8	4.0	2.5	4.7	3.6	0.5	0.4	0.2	4.7	0.4
2001	32.4	6.0	0.5	4.9	2.5	5.5	4.6	0.5	0.3	0.1	5.4	0.3
2000	28.4	3.8	0.5	3.1	1.9	3.4	2.8	0.4	0.3	0.3	3.2	0.4
1999	23.8	3.4	0.2	3.2	2.0	3.2	3.0	0.2	0.2	0.2	2.9	0.3

California Year End 2003

U.S.		CA Travel										
		Total	Night	Resident	Non-Resident	Non-Res.	Auto	Air				
(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)	(millions)
Group Tour												
2003	112.5	13.1	3.2	9.4	3.8	11.3	8.4	1.8	0.9	1.0	7.5	1.2
2002	106.9	11.8	3.1	7.7	4.3	10.4	7.0	1.4	0.7	0.9	8.0	0.9
2001	110.1	12.9	3.3	9.2	3.7	11.1	8.4	1.8	0.8	0.9	7.6	1.2
2000	96.7	9.3	2.4	6.9	3.3	7.8	5.9	1.5	0.9	0.8	5.0	1.2
1999	93.3	10.0	2.3	7.7	3.7	8.5	6.8	1.5	0.9	1.0	5.5	1.1
Museum, Art Exhibit												
2003	121.6	13.1	2.2	11.9	5.3	10.8	9.6	2.3	2.2	1.0	9.8	1.9
2002	112.5	15.6	3.5	12.7	5.6	12.7	10.1	2.9	2.6	1.3	13.3	2.0
2001	116.8	13.2	2.1	11.6	5.6	10.5	9.5	2.6	2.1	1.2	9.1	2.4
2000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1999	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Nature/Culture: Observe & Conserve; Eco-Travel (Bird/Wildlife watching)												
2003	96.3	10.0	2.4	7.9	4.1	8.1	6.4	1.8	1.5	0.7	8.1	0.8
2002	96.1	13.3	3.2	9.5	5.3	11.5	8.4	1.8	1.1	0.9	11.0	1.2
2001	98.9	13.9	2.5	11.8	5.9	11.8	10.5	2.1	1.3	1.1	10.2	1.5
2000	64.0	6.9	0.5	6.5	3.7	6.4	6.0	0.6	0.5	0.2	5.3	0.4
1999	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

CALIFORNIA SHARE OF U.S. TRAVEL

Person-Trips Based

	U.S. Travel		
	Total (%)	Business (%)	Leisure (%)
Unweighted 2003 Stay Base	112312	29979	82333
Unweighted 2002 Stay Base	127986	34745	93241
Unweighted 2001 Stay Base	143392	37890	105502
Unweighted 2000 Stay Base	151572	43751	107821
Unweighted 1999 Stay Base	178899	51524	127375
Weighted 2003 Stay Base	277735	72052	205681
Weighted 2002 Stay Base	268239	72070	196170
Weighted 2001 Stay Base	258503	69354	189150
Weighted 2000 Stay Base	257848	74037	183812
Weighted 1999 Stay Base	252089	70922	181166
2003 Banner Volume (person-trips)	2796.7	714.8	2081.9
California			
2003	10.66	10.69	10.64
2002	11.47	11.79	11.35
2001	11.50	11.77	11.40
2000	10.81	10.60	10.90
1999	10.33	9.99	10.47

TOP DESTINATION STATES

Person-Trips Based

	Total U.S. (%)	California Travel													
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)	
Unweighted 2003 Stay Base	112304	11027	2989	8038	5346	8098	6071	2929	1967	7021	2506	1686	1944		
Unweighted 2002 Stay Base	127950	12292	3567	8725	5813	8824	6459	3468	2266	7682	2894	2023	2096		
Unweighted 2001 Stay Base	143299	14313	4187	10126	7029	10327	7514	3986	2612	8761	3663	2100	2483		
Unweighted 2000 Stay Base	151534	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780		
Unweighted 1999 Stay Base	178878	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525		
Weighted 2003 Stay Base	277730	29599	7706	21893	10245	25137	18822	4462	3071	22812	3014	2111	4866		
Weighted 2002 Stay Base	268171	30771	8498	22274	9591	26421	19469	4351	2804	24208	3063	2223	5485		
Weighted 2001 Stay Base	258489	29732	8164	21569	10140	25612	18872	4120	2696	23045	3435	1974	4609		
Weighted 2000 Stay Base	257847	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407		
Weighted 1999 Stay Base	252089	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642		
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1		
California															
2003	10.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	86.3	
2002	11.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	91.0	
2001	11.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	81.1	
2000	10.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	82.0	
1999	10.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	80.9	
Texas															
2003	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	
2002	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	
2001	6.8	-	-	-	-	-	-	-	-	-	-	-	-	-	
2000	6.6	-	-	-	-	-	-	-	-	-	-	-	-	-	
1999	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-	
Florida															
2003	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	
2002	6.4	-	-	-	-	-	-	-	-	-	-	-	-	-	
2001	5.8	-	-	-	-	-	-	-	-	-	-	-	-	-	
2000	6.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
1999	6.3	-	-	-	-	-	-	-	-	-	-	-	-	-	

TOP DESTINATION STATES
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
New York														
2003	4.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	4.7	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania														
2003	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	4.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	4.4	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	4.4	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio														
2003	3.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	4.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	4.1	-	-	-	-	-	-	-	-	-	-	-	-	-
North Carolina														
2003	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	3.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	3.2	-	-	-	-	-	-	-	-	-	-	-	-	-

TOP DESTINATION STATES
Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Michigan														
2003	3.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	3.1	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	3.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois														
2003	3.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	3.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri														
2003	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia														
2003	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-

TOP DESTINATION STATES
Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Wisconsin														
2003	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia														
2003	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey														
2003	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee														
2003	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-

TOP DESTINATION STATES
Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Indiana														
2003	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada														
2003	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona														
2003	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado														
2003	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-

TOP DESTINATION STATES
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
South Carolina														
2003	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington														
2003	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota														
2003	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts														
2003	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112312	11027	2989	8038	5346	8098	6071	2929	1967	7021	2506	1686	1944	
Unweighted 2002 Stay Base	127986	12292	3567	8725	5813	8824	6459	3468	2266	7682	2894	2023	2096	
Unweighted 2001 Stay Base	143392	14313	4187	10126	7029	10327	7514	3986	2612	8761	3663	2100	2483	
Unweighted 2000 Stay Base	151572	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178899	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277735	29599	7706	21893	10245	25137	18822	4462	3071	22812	3014	2111	4866	
Weighted 2002 Stay Base	268239	30771	8498	22274	9591	26421	19469	4351	2804	24208	3063	2223	5485	
Weighted 2001 Stay Base	258503	29732	8164	21569	10140	25612	18872	4120	2696	23045	3435	1974	4609	
Weighted 2000 Stay Base	257848	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252089	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
California														
2003	10.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	86.3
2002	11.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	91.0
2001	11.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	81.1
2000	10.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	82.0
1999	10.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	80.9
Competitive Set (Net)														
2003	24.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	24.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	23.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	23.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	23.5	-	-	-	-	-	-	-	-	-	-	-	-	-

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Trips Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\$)
Texas														
2003	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	6.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	6.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida														
2003	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	6.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	5.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	6.3	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	6.3	-	-	-	-	-	-	-	-	-	-	-	-	-
New York														
2003	4.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	4.7	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia														
2003	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Person-Trips Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\\$)
Arizona														
2003	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado														
2003	1.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii														
2003	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska														
2003	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112312	11027	2989	8038	5346	8098	6071	2929	1967	7021	2506	1686	1944	
Unweighted 2002 Stay Base	127986	12292	3567	8725	5813	8824	6459	3468	2266	7682	2894	2023	2096	
Unweighted 2001 Stay Base	143392	14313	4187	10126	7029	10327	7514	3986	2612	8761	3663	2100	2483	
Unweighted 2000 Stay Base	151572	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178899	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	209400	21002	7037	13964	13964	12589	8805	8413	5160	11797	6823	3975	4866	
Weighted 2002 Stay Base	205294	21067	7328	13740	13740	12707	8668	8361	5072	11883	6515	3915	5485	
Weighted 2001 Stay Base	202355	21543	7794	13749	13749	13083	8909	8460	4839	12213	6832	3966	4609	
Weighted 2000 Stay Base	206809	20948	7727	13220	13220	12240	8067	8707	5153	10513	6854	4110	4407	
Weighted 1999 Stay Base	201811	19847	7272	12576	12576	11632	7741	8216	4834	9977	6400	3860	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
California														
2003	10.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	86.3
2002	10.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	91.0
2001	10.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	81.1
2000	10.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	82.0
1999	9.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	80.9
Competitive Set (Net)														
2003	28.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	28.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	28.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	28.9	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	28.9	-	-	-	-	-	-	-	-	-	-	-	-	-

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\$)
Florida														
2003	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	9.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	9.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	9.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	9.4	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas														
2003	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	6.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	6.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-
New York														
2003	3.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	4.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	4.3	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia														
2003	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-

California Year End 2003

MARKET SHARE - CALIFORNIA AND COMPETING STATES

Room-Nights Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\\$)
Colorado														
2003	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona														
2003	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii														
2003	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska														
2003	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-

**PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES**
Room-Nights Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	52124	4982	1821	3161	3161	3120	2102	1862	1059	2722	1606	1686	922	
Unweighted 2002 Stay Base	61042	5639	2140	3499	3499	3427	2269	2212	1230	3062	1878	2023	1043	
Unweighted 2001 Stay Base	67349	6343	2465	3878	3878	4010	2645	2333	1233	3458	2182	2100	1139	
Unweighted 2000 Stay Base	82846	7385	2921	4464	4464	4401	2848	2984	1616	3599	2612	2697	1585	
Unweighted 1999 Stay Base	98334	9261	3636	5625	5625	5582	3627	3679	1998	4465	3227	3330	2020	
Weighted 2003 Stay Base	115585	11901	5781	6119	6119	7250	4244	4650	1875	6464	3870	3975	1381	
Weighted 2002 Stay Base	114617	11690	5950	5740	5740	7322	4023	4368	1717	6388	3822	3915	1557	
Weighted 2001 Stay Base	111857	11501	6124	5377	5377	6920	3804	4581	1573	6394	3881	3966	1309	
Weighted 2000 Stay Base	116532	11731	6242	5489	5489	7171	3846	4560	1643	5773	4011	4110	1523	
Weighted 1999 Stay Base	112618	11056	5859	5197	5197	6688	3580	4369	1617	5360	3749	3860	1542	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
California														
2003	10.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	124.3
2002	10.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	127.9
2001	10.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	121.8
2000	10.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	120.0
1999	9.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	115.6
Competitive Set (Net)														
2003	28.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	28.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	28.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	28.3	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	28.1	-	-	-	-	-	-	-	-	-	-	-	-	-

**PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES**
Room-Nights Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Florida														
2003	10.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	9.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	9.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	9.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	9.5	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas														
2003	6.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	6.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	6.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	6.5	-	-	-	-	-	-	-	-	-	-	-	-	-
New York														
2003	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia														
2003	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-

**PAID ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES**
Room-Nights Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Colorado														
2003	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona														
2003	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii														
2003	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska														
2003	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-

**HOTEL/MOTEL ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES**
Room-Nights Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\\$)
Unweighted 2003 Stay Base	44140	4156	1682	2474	2474	2470	1548	1686	926	2283	1498	1686	746	
Unweighted 2002 Stay Base	51615	4732	1974	2758	2758	2709	1680	2023	1078	2562	1770	2023	862	
Unweighted 2001 Stay Base	56887	5262	2286	2976	2976	3162	1920	2100	1056	2887	2017	2100	923	
Unweighted 2000 Stay Base	70162	6168	2728	3440	3440	3471	2053	2697	1387	3006	2434	2697	1280	
Unweighted 1999 Stay Base	82931	7668	3347	4321	4321	4338	2597	3330	1724	3685	2996	3330	1673	
Weighted 2003 Stay Base	91902	9299	5220	4079	4079	5324	2619	3975	1460	4807	3585	3975	1100	
Weighted 2002 Stay Base	91052	9136	5271	3865	3865	5221	2485	3915	1379	4759	3564	3915	1270	
Weighted 2001 Stay Base	90396	9118	5467	3651	3651	5152	2430	3966	1221	5013	3518	3966	1065	
Weighted 2000 Stay Base	93563	9384	5698	3686	3686	5274	2340	4110	1346	4522	3735	4110	1208	
Weighted 1999 Stay Base	90108	8841	5349	3492	3492	4982	2208	3860	1285	4147	3537	3860	1238	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
California														
2003	10.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	131.1
2002	10.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	134.3
2001	10.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	128.6
2000	10.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	128.8
1999	9.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	123.2
Competitive Set (Net)														
2003	27.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	27.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	27.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	27.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	26.9	-	-	-	-	-	-	-	-	-	-	-	-	-

California Year End 2003

HOTEL/MOTEL ACCOMMODATION MARKET SHARE CALIFORNIA AND COMPETING STATES

Room-Nights Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\\$)
Florida														
2003	8.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	8.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	8.7	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	8.7	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	8.7	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas														
2003	6.8	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	6.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	7.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	6.9	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	6.8	-	-	-	-	-	-	-	-	-	-	-	-	-
New York														
2003	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia														
2003	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-

**HOTEL/MOTEL ACCOMMODATION MARKET SHARE
CALIFORNIA AND COMPETING STATES**
Room-Nights Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Colorado														
2003	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona														
2003	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii														
2003	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska														
2003	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-

AVERAGE EXPENDITURES
 (Per Person Per Day)
 Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Unweighted 2003 Stay Base	101944	10035	2753	7282	4636	7413	5526	2622	1756	6551	2264	1571	1752
Unweighted 2002 Stay Base	115224	11154	3263	7891	5024	8088	5915	3066	1976	7199	2620	1910	1893
Unweighted 2001 Stay Base	128705	12865	3819	9046	6017	9393	6781	3472	2265	8094	3269	1951	2268
Unweighted 2000 Stay Base	135860	12622	4044	8578	6573	8316	5774	4306	2804	7152	3734	2540	2531
Unweighted 1999 Stay Base	160266	15589	4831	10758	8202	10335	7347	5254	3411	8751	4591	3138	3197
Weighted 2003 Stay Base	547978	55194	14573	40621	31922	37825	28354	17368	12267	36056	13141	8449	4570
Weighted 2002 Stay Base	522994	55834	15384	40450	30907	38832	28925	17002	11525	37627	12535	9052	5234
Weighted 2001 Stay Base	512992	56223	14987	41235	32658	39579	29713	16644	11522	36824	14025	8040	4389
Weighted 2000 Stay Base	526521	54247	15129	39117	31733	36914	27093	17333	12024	33327	13542	8516	4221
Weighted 1999 Stay Base	514463	50837	13875	36962	29912	33920	25355	16917	11607	30712	12902	8322	4383
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
Average (\$ Per Person/Day)													
2003	108.0	118.6	156.4	105.0	106.9	102.3	95.8	154.0	126.1	98.9	177.8	215.7	130.1
2002	106.5	121.0	163.2	104.9	106.5	104.7	98.2	158.1	121.8	100.7	191.1	219.2	135.3
2001	103.4	109.5	153.3	93.6	96.1	93.1	86.1	148.7	113.0	92.0	166.4	216.8	132.2
2000	108.3	115.9	156.5	100.1	104.1	96.7	89.8	156.7	123.5	88.8	184.7	220.2	123.9
1999	102.7	111.8	150.3	97.3	99.0	93.0	87.7	149.5	118.3	85.3	174.0	208.1	128.4
Transportation													
2003	26.8	32.2	50.1	25.8	26.9	21.0	18.0	56.7	43.9	18.4	71.5	73.9	29.3
2002	26.1	30.0	51.4	21.9	22.6	18.3	15.4	56.7	38.2	16.0	75.8	76.3	24.7
2001	26.6	28.4	47.1	21.6	22.2	18.2	15.6	52.6	37.1	15.6	65.3	72.4	26.8
2000	29.8	33.9	53.4	26.3	27.5	22.0	18.7	59.1	43.4	16.9	75.5	80.0	29.8
1999	27.1	30.9	49.4	24.0	25.0	18.4	16.2	56.0	41.1	13.8	69.8	72.6	30.7
Food													
2003	23.5	26.1	28.4	25.3	25.4	25.2	25.0	28.3	26.0	25.1	29.9	36.4	30.9
2002	23.1	26.9	29.6	25.8	25.6	26.4	26.3	27.9	24.8	26.1	30.7	34.7	33.0
2001	22.0	23.6	26.3	22.6	22.7	22.5	22.3	26.3	23.4	23.2	26.6	34.9	31.0
2000	21.9	23.5	26.0	22.5	22.8	22.3	22.2	26.0	23.3	21.8	28.4	32.9	28.1
1999	20.8	22.8	25.7	21.7	21.8	21.9	21.7	24.6	21.6	21.5	26.8	31.7	28.9

AVERAGE EXPENDITURES(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Room													
2003	20.2	23.5	46.8	15.1	19.2	19.7	14.3	31.6	16.8	17.9	40.7	62.0	12.1
2002	20.4	23.9	48.1	14.8	19.3	19.6	14.1	33.8	16.5	17.8	44.9	62.1	12.3
2001	20.4	23.4	48.0	14.4	18.2	18.9	14.0	34.0	15.5	18.2	40.4	67.5	12.6
2000	20.7	24.0	48.1	14.7	18.1	19.2	14.0	34.2	16.3	16.8	43.5	66.4	15.2
1999	20.0	22.8	46.5	14.0	17.3	18.7	13.2	31.2	15.7	15.8	41.1	60.5	14.0
Shopping													
2003	18.2	17.1	14.2	18.1	15.8	17.1	18.4	16.9	17.4	18.0	15.3	17.5	29.4
2002	18.0	19.4	15.2	21.0	18.3	19.9	21.3	18.3	20.2	20.4	18.0	19.3	33.9
2001	17.0	16.5	15.5	16.8	15.2	16.4	16.6	16.5	17.4	17.4	15.4	18.4	32.9
2000	17.3	15.9	12.2	17.3	16.2	15.5	16.6	16.7	18.6	16.1	16.4	17.3	26.6
1999	16.6	16.4	12.8	17.7	15.8	16.2	17.5	16.6	18.1	16.6	16.5	18.2	27.5
Entertainment													
2003	14.1	14.4	10.6	15.8	14.7	14.1	15.4	15.2	16.9	14.3	14.6	18.2	23.6
2002	13.8	15.3	12.1	16.4	15.5	15.2	16.3	15.4	16.9	15.6	14.8	18.7	25.7
2001	12.6	12.6	10.2	13.5	13.1	12.3	13.2	13.4	14.3	12.9	12.7	15.9	23.2
2000	13.3	13.4	10.5	14.5	14.4	12.8	13.8	14.7	16.1	12.6	14.7	16.8	19.3
1999	13.2	13.7	10.4	14.9	14.1	13.0	14.4	15.1	16.1	13.0	13.8	17.7	22.3
Miscellaneous													
2003	5.2	5.2	6.4	4.8	4.9	5.1	4.7	5.4	5.1	5.0	5.8	7.6	4.8
2002	5.1	5.4	6.6	5.0	5.1	5.2	4.9	6.0	5.3	4.9	6.9	8.1	5.7
2001	4.8	5.0	6.1	4.7	4.8	4.7	4.4	5.9	5.3	4.7	6.0	7.8	5.7
2000	5.3	5.2	6.2	4.9	5.0	4.9	4.4	5.9	5.8	4.7	6.2	6.8	4.9
1999	5.1	5.2	5.5	5.1	5.1	4.8	4.7	6.0	5.7	4.5	6.1	7.5	5.2

AVERAGE EXPENDITURES
(Excluding Transportation)
(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Unweighted 2003 Stay Base	101944	10035	2753	7282	4636	7413	5526	2622	1756	6551	2264	1571	1752
Unweighted 2002 Stay Base	115224	11154	3263	7891	5024	8088	5915	3066	1976	7199	2620	1910	1893
Unweighted 2001 Stay Base	128705	12865	3819	9046	6017	9393	6781	3472	2265	8094	3269	1951	2268
Unweighted 2000 Stay Base	135860	12622	4044	8578	6573	8316	5774	4306	2804	7152	3734	2540	2531
Unweighted 1999 Stay Base	160266	15589	4831	10758	8202	10335	7347	5254	3411	8751	4591	3138	3197
Weighted 2003 Stay Base	547978	55194	14573	40621	31922	37825	28354	17368	12267	36056	13141	8449	4570
Weighted 2002 Stay Base	522994	55834	15384	40450	30907	38832	28925	17002	11525	37627	12535	9052	5234
Weighted 2001 Stay Base	512992	56223	14987	41235	32658	39579	29713	16644	11522	36824	14025	8040	4389
Weighted 2000 Stay Base	526521	54247	15129	39117	31733	36914	27093	17333	12024	33327	13542	8516	4221
Weighted 1999 Stay Base	514463	50837	13875	36962	29912	33920	25355	16917	11607	30712	12902	8322	4383
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
<i>Average (\$ Per Person/Day)</i>													
<i>2003</i>	81.2	86.3	106.3	79.2	80.1	81.3	77.8	97.4	82.2	80.5	106.3	141.8	100.8
<i>2002</i>	80.4	91.0	111.7	83.0	83.9	86.4	82.8	101.4	83.6	84.7	115.3	142.8	110.6
<i>2001</i>	76.8	81.1	106.2	72.0	73.9	74.8	70.5	96.1	75.8	76.4	101.1	144.5	105.4
<i>2000</i>	78.5	82.0	103.1	73.9	76.6	74.7	71.1	97.6	80.1	71.9	109.2	140.2	94.1
<i>1999</i>	75.6	80.9	100.9	73.3	74.0	74.5	71.6	93.5	77.2	71.5	104.3	135.5	97.8
<i>Food</i>													
<i>2003</i>	23.5	26.1	28.4	25.3	25.4	25.2	25.0	28.3	26.0	25.1	29.9	36.4	30.9
<i>2002</i>	23.1	26.9	29.6	25.8	25.6	26.4	26.3	27.9	24.8	26.1	30.7	34.7	33.0
<i>2001</i>	22.0	23.6	26.3	22.6	22.7	22.5	22.3	26.3	23.4	23.2	26.6	34.9	31.0
<i>2000</i>	21.9	23.5	26.0	22.5	22.8	22.3	22.2	26.0	23.3	21.8	28.4	32.9	28.1
<i>1999</i>	20.8	22.8	25.7	21.7	21.8	21.9	21.7	24.6	21.6	21.5	26.8	31.7	28.9

AVERAGE EXPENDITURES
(Excluding Transportation)
(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Room													
2003	20.2	23.5	46.8	15.1	19.2	19.7	14.3	31.6	16.8	17.9	40.7	62.0	12.1
2002	20.4	23.9	48.1	14.8	19.3	19.6	14.1	33.8	16.5	17.8	44.9	62.1	12.3
2001	20.4	23.4	48.0	14.4	18.2	18.9	14.0	34.0	15.5	18.2	40.4	67.5	12.6
2000	20.7	24.0	48.1	14.7	18.1	19.2	14.0	34.2	16.3	16.8	43.5	66.4	15.2
1999	20.0	22.8	46.5	14.0	17.3	18.7	13.2	31.2	15.7	15.8	41.1	60.5	14.0
Shopping													
2003	18.2	17.1	14.2	18.1	15.8	17.1	18.4	16.9	17.4	18.0	15.3	17.5	29.4
2002	18.0	19.4	15.2	21.0	18.3	19.9	21.3	18.3	20.2	20.4	18.0	19.3	33.9
2001	17.0	16.5	15.5	16.8	15.2	16.4	16.6	16.5	17.4	17.4	15.4	18.4	32.9
2000	17.3	15.9	12.2	17.3	16.2	15.5	16.6	16.7	18.6	16.1	16.4	17.3	26.6
1999	16.6	16.4	12.8	17.7	15.8	16.2	17.5	16.6	18.1	16.6	16.5	18.2	27.5
Entertainment													
2003	14.1	14.4	10.6	15.8	14.7	14.1	15.4	15.2	16.9	14.3	14.6	18.2	23.6
2002	13.8	15.3	12.1	16.4	15.5	15.2	16.3	15.4	16.9	15.6	14.8	18.7	25.7
2001	12.6	12.6	10.2	13.5	13.1	12.3	13.2	13.4	14.3	12.9	12.7	15.9	23.2
2000	13.3	13.4	10.5	14.5	14.4	12.8	13.8	14.7	16.1	12.6	14.7	16.8	19.3
1999	13.2	13.7	10.4	14.9	14.1	13.0	14.4	15.1	16.1	13.0	13.8	17.7	22.3
Miscellaneous													
2003	5.2	5.2	6.4	4.8	4.9	5.1	4.7	5.4	5.1	5.0	5.8	7.6	4.8
2002	5.1	5.4	6.6	5.0	5.1	5.2	4.9	6.0	5.3	4.9	6.9	8.1	5.7
2001	4.8	5.0	6.1	4.7	4.8	4.7	4.4	5.9	5.3	4.7	6.0	7.8	5.7
2000	5.3	5.2	6.2	4.9	5.0	4.9	4.4	5.9	5.8	4.7	6.2	6.8	4.9
1999	5.1	5.2	5.5	5.1	5.1	4.8	4.7	6.0	5.7	4.5	6.1	7.5	5.2

MEDIAN EXPENDITURES
 (Per Person Per Day)
 Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Unweighted 2003 Stay Base	101944	10035	2753	7282	4636	7413	5526	2622	1756	6551	2264	1571	1752
Unweighted 2002 Stay Base	115224	11154	3263	7891	5024	8088	5915	3066	1976	7199	2620	1910	1893
Unweighted 2001 Stay Base	128705	12865	3819	9046	6017	9393	6781	3472	2265	8094	3269	1951	2268
Unweighted 2000 Stay Base	135860	12622	4044	8578	6573	8316	5774	4306	2804	7152	3734	2540	2531
Unweighted 1999 Stay Base	160266	15589	4831	10758	8202	10335	7347	5254	3411	8751	4591	3138	3197
Weighted 2003 Stay Base	547978	55194	14573	40621	31922	37825	28354	17368	12267	36056	13141	8449	4570
Weighted 2002 Stay Base	522994	55834	15384	40450	30907	38832	28925	17002	11525	37627	12535	9052	5234
Weighted 2001 Stay Base	512992	56223	14987	41235	32658	39579	29713	16644	11522	36824	14025	8040	4389
Weighted 2000 Stay Base	526521	54247	15129	39117	31733	36914	27093	17333	12024	33327	13542	8516	4221
Weighted 1999 Stay Base	514463	50837	13875	36962	29912	33920	25355	16917	11607	30712	12902	8322	4383
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
Median (\$ Per Person/Day)													
2003	78.0	89.1	123.9	77.2	79.8	76.1	70.1	120.8	97.1	76.0	151.0	185.1	104.5
2002	76.0	88.1	133.0	74.6	78.7	76.6	69.8	122.5	91.8	75.2	166.8	190.0	96.2
2001	74.2	78.2	119.4	68.9	71.1	68.7	63.4	117.1	88.0	69.0	135.5	191.5	98.7
2000	77.8	82.9	120.0	73.6	78.6	70.2	64.1	117.5	92.1	66.4	156.1	189.5	88.5
1999	73.2	79.8	114.9	68.7	72.7	68.0	60.2	116.1	90.5	61.6	146.3	176.7	90.2
Transportation													
2003	11.8	14.9	24.8	13.2	13.0	11.7	10.9	31.0	23.7	11.5	54.2	50.1	17.1
2002	11.0	12.9	24.1	10.9	10.1	10.1	9.1	32.7	18.9	10.1	59.0	49.0	13.7
2001	11.3	12.8	19.4	11.5	10.8	10.1	9.8	27.0	20.8	10.2	42.2	43.4	14.9
2000	12.7	14.6	20.7	13.2	12.7	12.1	11.6	31.4	24.8	11.1	52.9	49.0	15.1
1999	10.6	12.6	18.6	11.7	11.5	10.1	9.8	29.7	22.8	9.5	46.7	47.7	14.4
Food													
2003	17.6	20.0	24.0	18.6	19.0	18.6	18.1	22.8	19.7	18.7	25.5	32.1	23.1
2002	17.4	20.6	23.8	19.3	19.0	20.1	19.8	21.9	18.5	19.3	25.3	31.1	26.9
2001	16.5	18.2	21.6	17.0	17.3	16.8	16.4	21.8	18.9	17.8	21.5	30.3	24.5
2000	16.4	17.9	20.4	16.9	17.4	16.4	16.3	20.5	18.0	15.9	23.5	28.6	21.6
1999	15.6	16.9	21.8	15.3	15.9	15.7	15.1	19.9	16.0	15.2	21.3	29.1	21.0

MEDIAN EXPENDITURES

(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Room													
2003	-	-	38.2	-	-	-	-	10.8	-	-	21.3	53.7	-
2002	-	-	37.0	-	2.7	-	-	14.7	-	-	29.5	49.9	-
2001	-	-	38.5	-	-	-	-	10.7	-	-	19.9	56.4	-
2000	-	-	34.9	-	-	-	-	13.6	-	-	24.2	55.4	-
1999	-	-	36.6	-	-	-	-	10.9	-	-	24.2	48.0	-
Shopping													
2003	1.6	-	-	3.8	5.5	-	-	6.4	8.0	-	5.1	8.0	8.1
2002	1.7	1.6	-	5.2	6.8	-	2.6	7.0	9.5	1.1	4.5	7.4	7.6
2001	2.0	0.8	-	3.6	5.0	-	-	6.4	8.5	-	3.9	7.4	6.6
2000	3.1	0.8	-	4.3	5.4	-	-	6.4	9.3	-	5.9	6.1	9.4
1999	2.6	1.7	-	3.9	4.8	-	0.7	6.0	8.2	-	5.6	6.8	6.9
Entertainment													
2003	-	-	-	3.2	4.4	-	-	4.5	7.5	-	3.0	7.6	11.2
2002	-	-	-	2.7	4.5	-	-	4.7	7.7	-	-	8.3	10.1
2001	-	-	-	-	2.7	-	-	3.8	6.6	-	0.5	5.9	9.1
2000	-	-	-	3.4	5.0	-	-	5.7	7.8	-	5.0	7.1	6.3
1999	-	0.6	-	3.6	4.2	-	1.1	5.0	6.6	-	3.2	7.5	8.1
Miscellaneous													
2003	-	-	-	-	-	-	-	-	-	-	-	-	-
2002	-	-	-	-	-	-	-	-	-	-	-	-	-
2001	-	-	-	-	-	-	-	-	-	-	-	-	-
2000	-	-	-	-	-	-	-	-	-	-	-	-	-
1999	-	-	-	-	-	-	-	-	-	-	-	-	-

PROPORTION OF TOTAL EXPENDITURES
 (Per Person Per Day)
 Person-Days Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	101944	10035	2753	7282	4636	7413	5526	2622	1756	6551	2264	1571	1752	92.4
Unweighted 2002 Stay Base	115224	11154	3263	7891	5024	8088	5915	3066	1976	7199	2620	1910	1893	94.6
Unweighted 2001 Stay Base	128705	12865	3819	9046	6017	9393	6781	3472	2265	8094	3269	1951	2268	87.5
Unweighted 2000 Stay Base	135860	12622	4044	8578	6573	8316	5774	4306	2804	7152	3734	2540	2531	94.0
Unweighted 1999 Stay Base	160266	15589	4831	10758	8202	10335	7347	5254	3411	8751	4591	3138	3197	91.6
Weighted 2003 Stay Base	547978	55194	14573	40621	31922	37825	28354	17368	12267	36056	13141	8449	4570	86.3
Weighted 2002 Stay Base	522994	55834	15384	40450	30907	38832	28925	17002	11525	37627	12535	9052	5234	91.0
Weighted 2001 Stay Base	512992	56223	14987	41235	32658	39579	29713	16644	11522	36824	14025	8040	4389	81.1
Weighted 2000 Stay Base	526521	54247	15129	39117	31733	36914	27093	17333	12024	33327	13542	8516	4221	82.0
Weighted 1999 Stay Base	514463	50837	13875	36962	29912	33920	25355	16917	11607	30712	12902	8322	4383	80.9
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Transportation														
2003	24.8	27.2	32.0	24.6	25.1	20.5	18.8	36.8	34.8	18.6	40.2	34.3	22.5	127.9
2002	24.5	24.8	31.5	20.9	21.2	17.5	15.7	35.9	31.4	15.9	39.6	34.8	18.2	136.2
2001	25.7	25.9	30.7	23.1	23.1	19.6	18.1	35.4	32.9	17.0	39.2	33.4	20.3	127.0
2000	27.5	29.2	34.1	26.2	26.4	22.7	20.8	37.7	35.2	19.0	40.9	36.3	24.1	126.1
1999	26.4	27.7	32.9	24.7	25.2	19.8	18.4	37.4	34.7	16.2	40.1	34.9	23.9	125.8
Food														
2003	21.8	22.1	18.2	24.1	23.8	24.6	26.1	18.3	20.6	25.4	16.8	16.9	23.7	143.6
2002	21.7	22.2	18.2	24.6	24.1	25.3	26.7	17.7	20.4	25.9	16.1	15.8	24.4	148.7
2001	21.3	21.5	17.1	24.2	23.6	24.1	25.9	17.7	20.7	25.2	16.0	16.1	23.5	137.4
2000	20.2	20.3	16.6	22.5	21.9	23.1	24.7	16.6	18.9	24.6	15.4	14.9	22.6	137.8
1999	20.2	20.4	17.1	22.3	22.0	23.5	24.7	16.4	18.3	25.2	15.4	15.2	22.5	136.6

PROPORTION OF TOTAL EXPENDITURES

(Per Person Per Day)
Person-Days Based

California Travel

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
Room															
2003	18.7	19.8	29.9	14.4	17.9	19.3	15.0	20.5	13.3	18.2	22.9	28.8	9.3	157.3	
2002	19.1	19.8	29.5	14.1	18.1	18.7	14.3	21.4	13.5	17.7	23.5	28.3	9.1	162.1	
2001	19.7	21.3	31.3	15.4	18.9	20.3	16.2	22.8	13.8	19.8	24.3	31.1	9.5	154.4	
2000	19.1	20.7	30.7	14.7	17.4	19.9	15.6	21.8	13.2	18.9	23.6	30.1	12.3	155.8	
1999	19.4	20.4	30.9	14.4	17.4	20.1	15.0	20.9	13.3	18.6	23.6	29.1	10.9	151.6	
Shopping															
2003	16.9	14.4	9.1	17.2	14.8	16.8	19.2	11.0	13.8	18.2	8.6	8.1	22.6	189.7	
2002	16.9	16.0	9.3	20.0	17.2	19.0	21.7	11.6	16.6	20.2	9.4	8.8	25.1	195.2	
2001	16.5	15.0	10.1	18.0	15.8	17.7	19.3	11.1	15.4	19.0	9.3	8.5	24.9	174.2	
2000	16.0	13.7	7.8	17.2	15.6	16.0	18.5	10.7	15.1	18.1	8.9	7.9	21.5	177.6	
1999	16.2	14.6	8.5	18.2	16.0	17.4	20.0	11.1	15.3	19.4	9.5	8.7	21.4	179.4	
Entertainment															
2003	13.0	12.2	6.7	15.1	13.8	13.8	16.0	9.9	13.4	14.5	8.2	8.5	18.2	176.8	
2002	12.9	12.6	7.4	15.7	14.5	14.5	16.6	9.8	13.8	15.4	7.8	8.5	19.0	181.8	
2001	12.2	11.5	6.7	14.4	13.6	13.2	15.3	9.0	12.7	14.0	7.6	7.3	17.6	166.3	
2000	12.3	11.6	6.7	14.5	13.9	13.2	15.4	9.4	13.1	14.1	8.0	7.6	15.5	165.9	
1999	12.8	12.3	6.9	15.4	14.2	14.0	16.4	10.1	13.6	15.3	7.9	8.5	17.4	168.9	
Miscellaneous															
2003	4.8	4.4	4.1	4.6	4.6	5.0	4.9	3.5	4.0	5.1	3.3	3.5	3.7	176.4	
2002	4.8	4.5	4.1	4.8	4.8	5.0	5.0	3.8	4.3	4.9	3.6	3.7	4.2	183.2	
2001	4.7	4.6	4.0	5.0	5.0	5.0	5.1	4.0	4.7	5.1	3.6	3.6	4.3	154.7	
2000	4.9	4.5	4.0	4.8	4.8	5.1	5.0	3.8	4.7	5.2	3.3	3.1	4.0	151.8	
1999	4.9	4.6	3.7	5.2	5.2	5.1	5.4	4.0	4.9	5.3	3.5	3.6	4.0	150.0	

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES
 (Excluding Transportation Expenditures)
 (Per Person Per Day)
 Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Unweighted 2003 Stay Base	101943	10035	2753	7282	4636	7413	5526	2622	1756	6551	2264	1571	1752
Unweighted 2002 Stay Base	115222	11154	3263	7891	5024	8088	5915	3066	1976	7199	2620	1910	1893
Unweighted 2001 Stay Base	128705	12865	3819	9046	6017	9393	6781	3472	2265	8094	3269	1951	2268
Unweighted 2000 Stay Base	135860	12622	4044	8578	6573	8316	5774	4306	2804	7152	3734	2540	2531
Weighted 2003 Stay Base	547977	55194	14573	40621	31922	37825	28354	17368	12267	36056	13141	8449	4570
Weighted 2002 Stay Base	522990	55834	15384	40450	30907	38832	28925	17002	11525	37627	12535	9052	5234
Weighted 2001 Stay Base	512992	56223	14987	41235	32658	39579	29713	16644	11522	36824	14025	8040	4389
Weighted 2000 Stay Base	526521	54247	15129	39117	31733	36914	27093	17333	12024	33327	13542	8516	4221
2003 Banner Volume (Person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
Los Angeles													
2003	85.9	85.9	105.3	76.5	77.9	73.3	72.2	102.7	81.9	71.3	105.5	154.1	81.4
2002	95.0	95.0	117.2	82.4	80.9	86.8	83.9	105.3	80.2	83.6	116.8	136.0	97.0
2001	82.8	82.8	114.1	66.9	69.7	73.6	61.0	95.7	75.4	72.6	98.3	140.7	116.9
2000	84.3	84.3	102.0	74.2	75.3	71.8	70.4	97.8	78.2	68.9	104.3	138.7	94.8
1999	85.9	85.9	101.1	77.7	79.1	76.1	75.1	97.7	81.0	75.8	103.6	137.4	74.3
San Diego													
2003	96.0	96.0	116.3	87.6	86.4	93.0	92.6	99.3	82.2	95.3	106.0	150.7	106.7
2002	95.8	95.8	118.9	85.6	87.3	85.1	78.5	109.6	94.7	84.3	123.5	156.2	123.1
2001	97.4	97.4	123.6	87.0	88.4	90.0	88.1	107.5	85.4	94.1	111.9	151.0	106.7
2000	87.5	87.5	119.0	74.7	78.5	77.7	70.1	101.8	81.6	74.4	110.1	142.0	113.7
1999	89.0	89.0	119.6	76.2	77.4	80.9	72.0	99.7	82.3	79.2	108.2	136.9	106.4
Orange													
2003	90.2	90.2	98.0	88.6	89.6	85.3	84.6	100.0	97.7	90.8	104.7	119.7	102.2
2002	98.8	98.8	99.2	98.7	101.6	97.5	101.6	101.3	93.5	94.4	117.6	118.7	81.3
2001	94.0	94.0	129.9	86.1	85.4	95.4	92.7	90.8	70.8	92.0	102.7	128.8	114.9
2000	84.7	84.7	104.8	79.8	84.8	76.7	74.1	100.3	91.6	71.6	116.2	126.0	98.2
1999	87.7	87.7	96.5	85.6	84.9	85.7	87.1	90.8	83.4	81.2	99.2	114.9	98.5

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES
(Excluding Transportation Expenditures)
(Per Person Per Day)
Person-Days Based

	Total U.S.	California Travel											
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr
San Francisco													
2003	121.8	121.8	129.0	117.5	125.2	116.7	121.0	127.8	113.5	105.8	143.2	166.3	122.5
2002	130.5	130.5	156.4	117.2	127.4	120.2	110.1	143.5	128.3	112.1	152.0	169.7	151.7
2001	111.7	111.7	142.2	96.4	99.8	89.9	83.3	136.3	114.5	93.3	136.4	176.7	148.7
2000	128.7	128.7	157.4	112.1	116.8	107.8	97.1	150.3	130.6	101.7	152.5	192.4	115.7
1999	132.2	132.2	154.9	119.5	123.4	115.0	116.2	146.3	122.9	106.6	150.6	184.5	150.5
Riverside													
2003	95.2	95.2	106.2	92.5	100.2	94.7	95.1	97.4	83.5	88.5	100.2	152.0	116.8
2002	77.2	77.2	99.6	72.2	75.4	74.7	70.2	84.9	78.1	78.5	96.9	133.6	69.3
2001	81.1	81.1	91.2	79.1	78.7	80.7	82.3	82.6	68.8	78.8	108.0	139.7	143.1
2000	79.4	79.4	89.1	76.8	84.9	79.8	78.3	78.4	73.1	73.3	112.1	138.2	78.9
1999	77.0	77.0	86.3	74.4	77.0	72.7	70.6	86.5	83.7	71.3	95.3	120.9	80.9
Sacramento													
2003	80.8	80.8	109.1	62.3	69.0	78.6	54.2	87.2	82.5	65.1	106.1	111.1	75.4
2002	81.5	81.5	102.1	69.7	57.8	83.1	75.5	76.9	54.0	81.8	87.3	132.0	129.1
2001	63.5	63.5	91.8	48.2	48.1	58.6	43.3	78.7	62.0	57.0	76.7	129.4	89.1
2000	72.1	72.1	91.5	60.9	57.9	76.3	70.3	62.8	43.8	68.3	76.2	106.5	94.4
1999	70.7	70.7	91.6	58.5	55.7	70.7	61.1	70.8	53.0	65.7	80.0	112.7	79.3
San Bernardino													
2003	66.3	66.3	81.7	62.0	61.3	60.7	57.5	84.5	74.9	68.7	63.3	118.5	83.8
2002	65.0	65.0	62.8	65.6	59.1	61.4	65.2	79.2	67.3	58.8	105.6	120.4	62.5
2001	60.7	60.7	72.3	56.1	56.0	59.7	56.7	64.7	53.4	59.0	81.3	99.5	59.2
2000	61.4	61.4	79.8	56.4	59.1	61.5	56.5	61.1	56.0	58.1	69.5	116.2	94.4
1999	65.6	65.6	79.5	62.2	58.5	67.4	66.3	60.6	51.4	63.3	74.7	91.5	67.8

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES
(Excluding Transportation Expenditures)
(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
Santa Clara													
2003	97.1	97.1	137.3	70.3	70.5	88.4	70.5	112.1	69.8	76.7	126.7	142.8	116.3
2002	93.4	93.4	127.7	71.2	62.6	82.5	75.9	111.9	62.2	79.7	109.5	173.8	184.2
2001	84.4	84.4	107.7	68.5	69.6	86.9	82.4	80.5	46.5	89.3	82.5	125.4	159.5
2000	84.7	84.7	130.5	54.4	54.2	71.5	51.8	98.5	58.0	61.7	103.4	137.7	65.8
1999	82.9	82.9	121.4	54.7	51.9	78.0	53.0	90.7	58.1	66.7	102.2	131.4	75.5
Santa Barbara													
2003	95.3	95.3	106.5	90.9	86.9	97.3	93.8	85.3	78.5	98.6	86.5	114.8	97.7
2002	89.3	89.3	90.1	89.0	85.4	91.8	98.1	79.9	54.3	91.7	71.8	136.1	114.8
2001	76.3	76.3	91.6	71.2	71.0	72.8	68.0	89.3	86.9	85.2	65.3	113.4	106.3
2000	76.7	76.7	88.1	72.4	76.9	75.0	73.5	87.2	64.6	76.6	99.5	146.7	68.0
1999	80.7	80.7	85.0	79.1	78.7	78.6	78.7	93.6	82.4	78.8	91.7	124.6	74.0
Monterey													
2003	120.0	120.0	113.2	122.1	134.3	118.8	121.6	125.3	124.9	124.7	132.2	138.9	111.8
2002	134.2	134.2	175.8	121.6	132.6	137.0	123.2	123.8	116.9	133.3	134.3	194.3	88.6
2001	107.4	107.4	109.5	106.8	107.7	104.0	102.6	130.4	138.9	110.0	135.7	146.1	101.1
2000	125.4	125.4	124.6	125.7	125.0	127.2	129.1	117.6	108.9	130.4	137.2	145.7	129.6
1999	98.7	98.7	125.0	90.5	93.0	95.8	88.4	111.8	103.4	93.2	127.2	165.8	132.1
Alameda													
2003	70.4	70.4	92.6	55.0	49.2	67.9	58.4	74.9	49.2	58.3	81.0	142.3	90.3
2002	76.6	76.6	91.9	64.3	60.0	68.9	61.8	90.5	70.3	69.1	95.1	140.4	104.9
2001	70.7	70.7	105.6	45.2	54.0	68.4	48.2	76.1	37.4	67.0	84.5	123.5	79.0
2000	71.8	71.8	101.4	50.4	48.2	73.1	54.5	69.7	45.3	68.0	85.6	132.0	77.2
1999	70.1	70.1	95.7	50.5	53.4	65.9	50.3	78.2	51.1	53.4	92.3	126.1	81.0

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES

(Excluding Transportation Expenditures)

(Per Person Per Day)

Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
San Luis Obispo													
2003	107.6	107.6	105.0	108.3	113.9	109.4	110.1	85.6	88.4	103.1	114.2	99.8	93.6
2002	107.0	107.0	105.2	107.4	107.5	105.6	107.9	125.9	99.1	103.4	193.1	162.3	145.1
2001	84.8	84.8	131.2	73.5	74.5	84.9	73.7	83.2	69.6	88.9	108.3	125.9	78.1
2000	86.7	86.7	108.7	81.7	83.4	83.6	80.1	126.3	101.6	85.0	152.2	157.4	76.0
1999	89.7	89.7	89.5	89.7	91.1	91.4	90.9	68.7	75.4	92.2	93.5	79.5	108.3
Sonoma													
2003	63.4	63.4	80.5	58.8	60.9	50.6	48.2	109.1	102.9	58.6	82.9	156.9	74.0
2002	108.1	108.1	118.5	104.7	114.3	111.0	107.9	95.7	90.3	113.0	96.6	136.1	105.1
2001	78.6	78.6	48.5	88.5	95.9	71.7	81.1	126.4	138.1	85.2	77.3	195.5	74.6
2000	80.2	80.2	93.1	76.2	79.6	80.7	75.4	77.8	79.5	80.8	77.1	152.0	67.0
1999	78.8	78.8	83.4	77.5	85.5	73.0	71.3	109.4	110.5	78.0	83.5	170.1	88.1
Kern													
2003	67.1	67.1	87.0	53.5	48.2	69.8	53.6	56.8	53.0	70.5	83.4	89.6	109.6
2002	79.5	79.5	120.4	50.9	48.9	83.6	56.8	63.1	33.6	70.3	107.8	125.6	83.3
2001	61.9	61.9	74.7	52.7	52.5	54.6	46.4	89.5	74.6	56.5	83.5	142.7	74.9
2000	62.9	62.9	69.0	58.3	63.5	61.1	56.8	79.9	69.5	67.6	63.1	138.5	86.7
1999	54.7	54.7	70.9	46.4	48.6	51.8	44.0	64.1	53.8	52.2	68.0	84.6	40.9
Solano													
2003	71.9	71.9	63.3	73.3	54.6	74.4	76.6	55.8	55.8	78.6	49.9	69.8	83.9
2002	94.1	94.1	138.0	85.2	79.6	102.1	93.4	44.1	44.1	102.8	62.8	81.8	179.7
2001	69.9	69.9	79.1	69.4	83.7	70.2	69.9	67.5	63.8	75.5	79.5	82.1	74.6
2000	76.4	76.4	88.8	74.7	73.9	70.9	69.6	99.0	96.1	70.9	89.5	121.2	67.4
1999	59.3	59.3	81.3	54.9	45.8	61.9	59.6	50.0	39.7	56.9	66.9	97.3	54.1

AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES
(Excluding Transportation Expenditures)
(Per Person Per Day)
Person-Days Based

	Total U.S. (\$)	California Travel											
		Total (\$)	Busns (\$)	Leisr (\$)	Ovrnt Lei (\$)	Total Res (\$)	Leisr Res (\$)	Total N-Res (\$)	Leisr N-Res (\$)	Auto (\$)	Air (\$)	N-Res Hotel (\$)	Cultr (\$)
El Dorado													
2003	87.9	87.9	122.2	85.5	86.9	85.7	83.8	109.9	101.8	94.5	71.1	128.5	88.8
2002	112.5	112.5	149.4	109.3	111.4	118.3	114.7	60.4	60.2	118.2	75.5	111.6	99.4
2001	83.6	83.6	107.7	81.2	82.4	82.2	79.6	95.4	94.1	79.0	111.1	110.7	67.4
2000	91.3	91.3	87.9	91.7	93.1	91.8	93.9	88.0	79.9	88.8	173.4	106.1	104.9
1999	79.3	79.3	78.8	79.4	80.5	73.8	75.0	113.0	105.6	74.5	108.3	125.1	87.6
Fresno													
2003	67.2	67.2	93.1	56.8	44.2	67.5	56.8	63.8	56.4	64.7	84.3	144.0	70.7
2002	75.0	75.0	78.4	73.2	55.7	81.8	79.5	38.4	37.6	76.2	48.6	81.6	103.2
2001	60.1	60.1	67.4	56.1	56.7	60.8	57.8	56.9	48.8	58.5	80.8	86.6	94.4
2000	56.9	56.9	66.3	51.6	59.0	54.3	46.2	69.9	74.6	52.7	107.9	68.9	47.4
1999	53.1	53.1	76.3	44.7	43.9	51.4	46.3	59.7	38.3	50.6	66.0	80.8	95.6
Santa Cruz													
2003	61.3	61.3	106.4	57.0	59.2	61.6	57.0	56.3	57.7	60.0	57.1	68.3	73.1
2002	66.1	66.1	62.2	66.4	68.0	69.4	69.9	27.7	27.7	68.0	35.7	105.4	72.4
2001	64.6	64.6	104.4	60.0	62.8	73.5	69.4	16.4	15.1	70.9	27.0	80.6	86.6
2000	69.2	69.2	107.3	64.1	68.4	78.3	73.9	36.6	31.3	76.8	35.5	137.8	111.4
1999	57.9	57.9	40.0	61.5	65.2	66.1	68.1	30.2	34.3	66.9	26.1	103.7	109.4
San Mateo													
2003	80.8	80.8	135.1	62.2	67.4	69.4	63.4	107.8	55.2	65.1	108.5	139.9	103.0
2002	76.1	76.1	126.9	56.3	62.1	66.7	57.8	126.7	43.4	60.4	105.6	136.0	96.5
2001	52.2	52.2	112.8	42.3	45.2	41.9	39.5	77.0	50.3	43.2	101.4	173.5	47.6
2000	67.4	67.4	115.4	55.7	66.0	56.0	46.3	106.7	91.0	54.1	97.6	161.8	63.0
1999	64.5	64.5	119.6	46.0	47.6	61.7	56.5	68.0	33.4	48.1	67.2	185.6	94.9

DESTINATION RATING: OVERALL SATISFACTION

Person-Trips Based

	Total U.S. (%)	California Travel											
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)
Unweighted 2003 Stay Base	93287	9319	2575	6744	4573	6785	5039	2534	1705	5934	2221	1493	1733
Unweighted 2002 Stay Base	106754	10394	3044	7350	4918	7370	5392	3024	1958	6498	2560	1804	1882
Unweighted 2001 Stay Base	122391	12399	3580	8819	6142	8929	6540	3470	2279	7563	3263	1906	2253
Unweighted 2000 Stay Base	122623	11663	3741	7922	6223	7475	5209	4188	2713	6330	3631	2404	2446
Unweighted 1999 Stay Base	144262	14419	4470	9949	7856	9331	6665	5088	3284	7691	4445	2957	3109
Weighted 2003 Stay Base	241296	25807	6844	18963	9065	21942	16272	3866	2691	20011	2742	1869	4382
Weighted 2002 Stay Base	233365	27167	7401	19766	8447	23235	17227	3932	2539	21444	2830	2044	5086
Weighted 2001 Stay Base	228856	26862	7201	19661	9258	23141	17227	3721	2435	20710	3167	1845	4344
Weighted 2000 Stay Base	219366	24238	6804	17434	8631	20164	14639	4075	2795	18575	3152	2016	4035
Weighted 1999 Stay Base	213131	22495	6107	16388	7955	18508	13751	3987	2636	16869	3016	1912	4218
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
Median (10=Excellent, 1=Poor)													
2003	7.8	7.9	7.5	8.0	8.1	7.9	8.0	8.0	8.1	7.9	8.0	7.9	8.3
2002	8.0	8.0	7.6	8.2	8.2	8.0	8.2	8.1	8.3	8.0	8.1	8.0	8.2
2001	8.0	8.1	7.4	8.3	8.3	8.0	8.2	8.1	8.4	8.0	8.1	7.9	8.4
2000	7.7	7.8	7.4	7.9	8.0	7.8	7.9	7.8	7.9	7.8	7.9	7.7	8.3
1999	7.6	7.7	7.1	7.9	7.9	7.7	7.9	7.8	8.0	7.7	7.8	7.8	8.1
Average (10=Excellent, 1=Poor)													
2003	7.4	7.5	7.1	7.7	7.7	7.5	7.7	7.5	7.6	7.5	7.7	7.5	8.0
2002	7.6	7.6	7.3	7.8	7.9	7.6	7.8	7.6	7.7	7.6	7.8	7.6	7.8
2001	7.6	7.6	7.0	7.9	7.9	7.6	7.9	7.8	8.1	7.6	7.8	7.6	8.1
2000	7.3	7.4	6.9	7.5	7.6	7.4	7.5	7.4	7.6	7.4	7.5	7.3	7.9
1999	7.2	7.3	6.7	7.5	7.5	7.2	7.5	7.4	7.6	7.2	7.5	7.4	7.8

California Year End 2003

DESTINATION RATING: OVERALL SATISFACTION

Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
8-10 Excellent															
2003	57.1	59.6	50.2	62.9	63.3	59.4	63.0	60.5	62.7	59.4	61.1	59.5	69.5	91.8	
2002	60.6	61.7	52.3	65.2	66.4	61.5	65.0	62.9	66.8	61.0	66.2	61.7	67.2	94.7	
2001	61.3	62.4	48.4	67.5	70.0	61.9	66.7	65.3	73.6	61.9	65.5	60.5	74.0	82.7	
2000	55.3	57.5	48.5	60.9	63.8	57.3	60.9	58.0	61.1	57.2	59.8	55.7	69.3	87.1	
1999	53.4	54.9	44.5	58.7	58.9	54.4	58.5	57.0	59.7	53.8	57.4	56.4	64.4	87.2	
4-7 Fair/Good															
2003	37.2	35.4	42.0	33.0	32.3	35.7	33.4	33.4	30.7	35.6	33.8	35.9	26.3	80.6	
2002	34.1	32.8	40.7	29.8	28.6	33.3	30.4	29.9	26.1	33.6	29.2	33.3	27.8	88.3	
2001	33.4	32.2	43.3	28.1	25.5	32.5	28.9	30.0	22.4	32.3	30.4	34.7	21.5	81.6	
2000	38.4	36.3	41.9	34.2	31.4	36.3	34.2	36.4	33.8	37.0	35.1	38.9	27.5	80.6	
1999	39.9	38.6	45.3	36.1	35.6	38.8	36.1	37.6	35.9	39.2	37.6	38.1	32.6	80.3	
1-3 Poor															
2003	5.7	5.0	7.8	4.0	4.4	4.9	3.6	6.1	6.6	5.0	5.1	4.7	4.2	76.5	
2002	5.3	5.5	7.0	5.0	5.0	5.2	4.7	7.2	7.1	5.4	4.6	5.0	5.0	77.7	
2001	5.3	5.4	8.3	4.4	4.6	5.5	4.4	4.7	3.9	5.9	4.2	4.8	4.5	75.9	
2000	6.3	6.2	9.6	4.9	4.7	6.4	4.9	5.6	5.0	5.8	5.2	5.4	3.2	75.8	
1999	6.7	6.6	10.1	5.2	5.5	6.8	5.4	5.5	4.4	7.0	5.0	5.4	3.0	72.1	

DESTINATION RATING: VALUE FOR THE MONEY

Person-Trips Based

	Total U.S. (%)	California Travel											
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)
Unweighted 2003 Stay Base	79055	7932	2149	5783	4262	5627	4233	2305	1550	4915	2027	1419	1495
Unweighted 2002 Stay Base	87152	8510	2468	6042	4454	5819	4327	2691	1715	5150	2297	1695	1519
Unweighted 2001 Stay Base	97620	9900	2871	7029	5377	6855	5046	3045	1983	5822	2869	1753	1813
Unweighted 2000 Stay Base	106096	10128	3264	6864	5797	6284	4388	3844	2476	5274	3369	2283	2159
Unweighted 1999 Stay Base	127280	12671	3996	8675	7260	7988	5678	4683	2997	6541	4153	2817	2787
Weighted 2003 Stay Base	173987	18775	4558	14217	8536	15499	11918	3276	2299	13930	2463	1782	3066
Weighted 2002 Stay Base	158087	18461	4633	13827	7821	15074	11676	3387	2152	13889	2442	1949	3288
Weighted 2001 Stay Base	153630	17973	4570	13403	8211	14788	11352	3185	2051	13364	2738	1726	2725
Weighted 2000 Stay Base	156457	17122	4391	12731	8104	13452	10202	3670	2529	12269	2907	1927	2906
Weighted 1999 Stay Base	152062	15659	4082	11577	7484	12308	9344	3351	2233	11028	2679	1836	2998
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
Median (10=Excellent, 1=Poor)													
2003	7.5	7.4	7.0	7.5	7.7	7.5	7.5	7.0	7.1	7.4	7.0	6.9	7.6
2002	7.8	7.6	6.9	7.8	7.7	7.7	7.8	7.0	7.3	7.7	7.1	6.9	7.8
2001	7.8	7.7	6.8	8.0	7.9	7.8	8.0	7.4	7.8	7.7	7.3	6.9	8.0
2000	7.4	7.2	6.6	7.5	7.6	7.3	7.5	7.0	7.3	7.3	7.0	6.8	7.4
1999	7.4	7.2	6.5	7.4	7.4	7.3	7.5	6.9	7.1	7.2	6.9	6.7	7.5
Average (10=Excellent, 1=Poor)													
2003	7.2	7.1	6.7	7.2	7.3	7.1	7.2	6.7	6.8	7.1	6.8	6.7	7.2
2002	7.4	7.3	6.8	7.4	7.4	7.4	7.5	6.7	7.0	7.3	6.9	6.7	7.5
2001	7.4	7.4	6.7	7.6	7.6	7.5	7.7	7.1	7.4	7.4	7.0	6.7	7.7
2000	7.0	6.9	6.3	7.1	7.2	6.9	7.1	6.7	6.9	6.9	6.7	6.5	7.1
1999	7.0	6.9	6.4	7.1	7.1	7.0	7.2	6.7	6.9	7.0	6.7	6.6	7.2

DESTINATION RATING: VALUE FOR THE MONEY

Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
8-10 Excellent															
2003	50.8	47.9	41.5	50.0	54.0	49.2	51.1	41.6	44.3	47.9	41.5	39.2	52.7	88.0	
2002	55.3	51.7	39.3	55.9	55.0	53.9	57.4	42.2	47.6	53.5	42.5	40.9	58.1	90.6	
2001	56.3	53.5	39.6	58.3	57.2	54.5	58.8	48.9	55.3	54.1	46.3	40.8	60.3	79.6	
2000	48.9	45.7	34.5	49.6	51.6	46.4	50.0	43.3	47.7	46.2	42.7	39.2	47.6	82.0	
1999	48.2	45.5	35.3	49.1	47.9	46.7	50.1	40.9	44.7	45.9	39.0	37.1	50.5	82.9	
4-7 Fair/Good															
2003	43.2	45.3	51.4	43.4	39.8	44.7	43.0	48.4	45.4	46.0	49.7	50.9	40.7	87.6	
2002	39.3	42.0	51.9	38.6	39.9	41.0	38.0	46.5	41.9	40.5	49.7	49.4	34.5	95.8	
2001	38.1	41.0	52.0	37.3	37.4	40.5	37.1	43.2	38.3	40.6	46.1	50.3	34.1	91.4	
2000	44.5	46.5	53.5	44.1	42.2	46.2	43.8	47.8	45.4	46.7	47.7	51.0	45.7	90.1	
1999	44.8	47.2	55.8	44.2	45.0	46.6	43.7	49.6	46.5	47.0	52.7	54.3	43.9	87.3	
1-3 Poor															
2003	6.0	6.8	7.1	6.7	6.2	6.1	6.0	10.0	10.3	6.1	8.8	9.9	6.6	88.6	
2002	5.4	6.3	8.8	5.5	5.1	5.2	4.5	11.4	10.6	6.0	7.8	9.6	7.5	99.2	
2001	5.6	5.5	8.5	4.5	5.4	5.0	4.1	7.8	6.4	5.2	7.6	8.9	5.6	90.9	
2000	6.6	7.8	12.0	6.3	6.2	7.5	6.2	9.0	6.9	7.2	9.6	9.8	6.7	99.6	
1999	7.0	7.3	8.9	6.7	7.1	6.7	6.2	9.4	8.8	7.1	8.3	8.6	5.5	92.5	

AGE OF RESPONDENT
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112314	11026	2989	8037	5345	8098	6071	2928	1966	7021	2505	1685	1944	
Unweighted 2002 Stay Base	127996	12292	3567	8725	5813	8824	6459	3468	2266	7682	2894	2023	2096	
Unweighted 2001 Stay Base	143397	14312	4186	10126	7029	10327	7514	3985	2612	8760	3663	2100	2483	
Unweighted 2000 Stay Base	151636	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178982	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277738	29598	7706	21893	10245	25137	18822	4462	3071	22812	3013	2111	4866	
Weighted 2002 Stay Base	268244	30771	8498	22274	9591	26421	19469	4351	2804	24208	3063	2223	5485	
Weighted 2001 Stay Base	258490	29732	8163	21569	10140	25612	18872	4119	2696	23045	3435	1974	4609	
Weighted 2000 Stay Base	257849	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252091	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
<i>Average (years)</i>														
2003	43.0	44.6	45.8	44.1	43.7	44.6	44.2	44.1	43.9	44.1	44.4	44.2	45.3	
2002	42.7	43.3	45.0	42.7	42.8	43.3	42.6	43.2	43.5	42.9	42.6	42.7	42.5	
2001	43.0	42.5	44.2	41.8	42.2	42.3	41.5	43.7	44.3	42.2	42.2	42.8	43.8	
2000	43.3	42.7	43.7	42.3	42.7	42.6	42.1	43.4	43.7	42.4	42.5	43.2	43.4	
1999	43.0	42.8	42.7	42.9	42.9	42.7	42.7	43.5	44.0	42.4	42.8	43.1	43.1	
<i>Median (years)</i>														
2003	40.7	42.6	44.5	41.9	41.2	42.7	42.0	42.2	40.7	42.1	42.8	42.8	43.2	
2002	40.5	41.0	44.2	39.6	39.8	40.9	39.5	41.2	40.9	40.6	40.3	40.6	38.7	
2001	40.6	39.9	42.9	38.8	39.5	39.4	38.2	41.5	41.1	39.3	40.6	41.0	41.6	
2000	40.6	39.8	42.2	38.8	39.1	39.8	38.6	40.1	39.8	39.2	40.2	40.8	40.7	
1999	40.1	40.0	40.9	39.5	40.1	39.8	39.4	40.7	40.7	39.5	40.7	41.2	40.1	
18-24 years														
2003	5.0	4.1	3.0	4.5	5.0	4.1	4.4	3.8	4.9	4.5	3.1	2.5	6.7	78.2
2002	5.8	5.2	4.8	5.3	5.2	5.2	5.1	5.1	6.9	5.5	4.4	2.1	5.8	76.0
2001	4.6	5.9	3.3	6.8	6.2	5.7	6.8	6.7	7.5	6.2	4.6	2.8	6.6	61.5
2000	4.9	5.3	4.2	5.7	5.0	5.5	5.8	4.1	5.1	5.8	3.1	3.5	6.1	69.2
1999	5.3	6.6	5.0	7.2	5.3	6.9	7.4	5.1	6.5	7.5	3.0	2.7	6.4	57.1

AGE OF RESPONDENT
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
25-34 years														
2003	29.7	25.5	21.6	26.9	28.9	24.8	26.4	29.4	30.5	26.1	26.6	25.8	21.2	78.5
2002	30.0	27.9	21.9	30.2	32.5	27.5	30.2	30.6	30.2	28.3	31.0	31.1	29.4	87.4
2001	30.8	31.5	24.9	34.0	30.9	32.5	35.3	24.9	25.0	32.1	29.2	26.5	30.3	74.2
2000	30.1	30.8	24.8	33.2	32.0	30.7	33.3	31.5	32.3	31.2	34.1	27.0	29.1	80.1
1999	30.7	29.4	27.6	30.1	30.1	29.3	30.2	30.1	29.9	29.7	31.2	29.1	31.2	80.3
35-44 years														
2003	24.9	25.8	25.6	25.9	24.2	26.5	26.5	22.2	22.1	26.6	24.6	27.7	25.8	81.9
2002	24.8	25.3	24.3	25.7	22.6	25.9	26.5	22.0	20.2	25.2	25.3	27.5	27.0	92.8
2001	25.0	24.6	28.7	23.1	26.4	24.3	22.7	27.0	25.6	24.3	28.5	33.0	20.5	83.7
2000	25.2	26.0	28.2	25.1	25.9	26.1	25.5	25.6	23.1	26.2	24.8	30.1	25.8	82.2
1999	25.1	25.9	28.7	24.9	26.9	26.2	25.5	24.9	21.8	26.2	26.8	29.2	24.2	81.1
45-54 years														
2003	19.2	20.7	25.2	19.2	18.9	20.9	19.5	19.9	16.8	20.0	23.2	23.1	18.9	100.7
2002	19.0	19.3	24.0	17.6	18.3	19.2	17.4	20.4	19.1	19.1	20.7	20.5	17.9	100.1
2001	18.8	17.2	21.3	15.6	16.6	17.0	15.6	18.5	15.5	17.0	19.9	19.8	18.3	92.6
2000	17.8	17.5	23.0	15.4	15.7	17.7	15.5	16.7	14.9	16.9	19.9	21.1	16.6	93.5
1999	17.1	17.1	20.6	15.8	16.7	17.1	15.8	17.1	15.8	16.7	20.7	20.0	14.0	92.8
55+ years														
2003	21.2	23.8	24.7	23.5	23.0	23.6	23.1	24.7	25.8	22.8	22.5	20.9	27.5	89.2
2002	20.5	22.2	25.0	21.2	21.5	22.3	20.9	21.9	23.7	21.9	18.5	18.9	19.9	89.2
2001	20.8	20.9	21.8	20.5	19.9	20.5	19.7	22.9	26.3	20.4	17.8	17.8	24.3	83.0
2000	22.0	20.4	19.9	20.5	21.4	20.0	19.8	22.1	24.4	19.8	18.1	18.3	22.5	77.6
1999	21.7	20.9	18.1	21.9	21.1	20.5	21.1	22.7	26.0	19.9	18.3	19.1	24.1	78.0

HOUSEHOLD INCOME OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112235	11019	2986	8033	5342	8098	6071	2921	1962	7016	2505	1680	1944	
Unweighted 2002 Stay Base	127657	12259	3553	8706	5798	8821	6458	3438	2248	7667	2880	2001	2092	
Unweighted 2001 Stay Base	143340	14305	4186	10119	7025	10327	7514	3978	2605	8756	3663	2097	2480	
Unweighted 2000 Stay Base	151631	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178974	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277643	29582	7694	21889	10241	25137	18822	4445	3067	22799	3013	2107	4866	
Weighted 2002 Stay Base	267786	30731	8478	22253	9574	26409	19463	4322	2790	24185	3048	2201	5475	
Weighted 2001 Stay Base	258372	29724	8163	21561	10138	25612	18872	4112	2689	23038	3435	1973	4605	
Weighted 2000 Stay Base	257835	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252084	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Average (\$000)														
2003	66.9	75.6	83.0	73.0	74.9	75.8	73.6	74.6	69.1	74.4	88.7	81.5	67.6	
2002	66.0	75.5	80.1	73.8	73.8	75.3	73.9	76.7	73.1	75.2	85.2	82.8	76.7	
2001	63.0	69.7	75.0	67.8	69.7	69.4	67.9	71.8	66.8	68.1	82.6	82.2	65.8	
2000	59.3	66.0	71.4	63.9	66.0	65.3	64.0	69.6	63.6	63.9	81.8	77.8	63.4	
1999	57.4	62.0	65.5	60.7	64.5	61.8	61.4	63.2	57.4	60.2	74.2	71.9	62.5	
Median (\$000)														
2003	60.0	71.3	82.1	68.1	70.5	71.4	68.6	71.1	65.7	70.0	85.3	78.4	62.0	
2002	59.0	73.5	78.9	70.9	70.6	73.9	71.8	71.5	66.1	73.0	83.5	80.3	76.1	
2001	56.9	64.9	71.2	62.3	65.5	64.7	62.6	66.4	60.3	62.9	78.6	80.3	60.5	
2000	54.2	60.7	66.9	58.9	61.3	60.3	59.2	62.9	57.4	59.1	76.1	73.2	57.1	
1999	52.9	57.0	61.5	55.7	58.8	57.0	56.4	57.1	52.1	55.5	71.6	66.5	57.6	
Under \$50,000														
2003	39.9	32.9	29.1	34.3	31.6	33.4	34.3	30.5	34.2	34.5	19.6	24.2	39.8	68.4
2002	40.4	31.2	27.2	32.8	32.4	31.6	32.7	29.4	33.4	31.7	21.6	22.4	32.3	69.8
2001	42.6	35.8	31.4	37.5	33.4	36.1	37.3	34.3	38.7	37.5	23.6	23.1	39.5	65.3
2000	44.8	37.5	33.2	39.2	36.7	38.1	39.0	34.4	40.2	39.8	21.6	25.7	40.5	64.7
1999	46.6	40.5	36.0	42.2	38.2	40.4	41.2	41.0	47.6	42.4	28.3	31.2	38.8	63.6

HOUSEHOLD INCOME OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrm Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
\$50,000 or More															
2003	60.1	67.1	70.9	65.7	68.4	66.6	65.7	69.5	65.8	65.5	80.4	75.8	60.2	94.9	
2002	59.6	68.8	72.8	67.2	67.6	68.5	67.3	70.6	66.6	68.3	78.4	77.6	67.7	100.4	
2001	57.4	64.2	68.6	62.5	66.6	63.9	62.7	65.7	61.3	62.5	76.4	76.9	60.5	89.2	
2000	55.2	62.5	66.8	60.8	63.3	61.9	61.0	65.6	59.8	60.2	78.4	74.3	59.5	91.5	
1999	53.4	59.5	64.0	57.8	61.8	59.6	58.8	59.0	52.4	57.6	71.7	68.8	61.2	91.7	
Under \$25,000															
2003	14.3	11.1	8.5	11.9	11.1	11.0	11.9	11.1	12.4	11.3	5.4	7.7	17.2	55.6	
2002	13.7	11.8	11.0	12.1	10.7	11.9	12.1	11.3	12.1	11.5	8.0	7.0	14.7	66.8	
2001	15.3	13.3	13.7	13.1	11.2	13.5	13.1	11.8	13.2	13.9	8.3	5.4	18.1	61.2	
2000	16.7	12.8	12.4	12.9	11.5	13.3	13.0	10.2	12.5	13.3	5.8	4.9	14.0	54.5	
1999	17.4	16.6	16.5	16.7	13.1	17.0	16.5	14.8	17.3	17.9	9.0	7.9	13.4	52.8	
\$25,000-\$49,999															
2003	25.5	21.9	20.6	22.3	20.5	22.3	22.4	19.4	21.9	23.1	14.2	16.5	22.6	75.0	
2002	26.7	19.5	16.2	20.7	21.7	19.7	20.6	18.1	21.4	20.1	13.6	15.4	17.6	71.5	
2001	27.3	22.5	17.7	24.4	22.2	22.6	24.2	22.5	25.4	23.7	15.3	17.7	21.4	67.5	
2000	28.2	24.8	20.8	26.3	25.2	24.9	26.0	24.3	27.7	26.5	15.8	20.8	26.5	69.7	
1999	29.1	23.9	19.6	25.6	25.1	23.5	24.6	26.2	30.4	24.5	19.3	23.3	25.4	70.0	
\$50,000-\$74,999															
2003	22.5	20.3	15.7	21.9	22.9	19.7	21.2	23.6	26.1	19.4	21.6	23.1	21.5	83.5	
2002	24.0	20.2	19.6	20.5	21.4	19.6	19.9	24.0	25.0	20.1	20.7	22.9	17.2	88.4	
2001	24.1	23.7	22.6	24.1	26.9	23.9	24.1	22.6	24.0	23.4	23.7	22.2	22.5	72.2	
2000	27.5	27.7	24.5	28.9	29.4	27.6	28.7	28.0	30.1	27.8	27.9	26.5	27.6	77.7	
1999	26.9	26.9	27.5	26.7	27.4	27.3	27.1	25.1	24.8	27.4	25.4	26.7	27.6	81.4	
\$75,000 or more															
2003	37.6	46.8	55.2	43.8	45.6	47.0	44.5	45.9	39.7	46.1	58.8	52.7	38.7	99.6	
2002	35.6	48.5	53.2	46.7	46.2	48.8	47.5	46.6	41.6	48.2	57.7	54.6	50.5	105.4	
2001	33.4	40.5	46.0	38.4	39.8	40.0	38.5	43.1	37.3	39.0	52.7	54.7	38.0	99.2	
2000	27.7	34.8	42.3	31.9	34.0	34.2	32.3	37.5	29.8	32.4	50.5	47.7	31.9	102.2	
1999	26.6	32.5	36.4	31.1	34.4	32.2	31.8	33.9	27.5	30.3	46.3	42.1	33.5	99.4	

OCCUPATION OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No fran (\$)
Unweighted 2003 Stay Base	110580	10876	2934	7942	5286	8009	6011	2867	1931	6938	2462	1650	1922	
Unweighted 2002 Stay Base	125774	12100	3492	8608	5727	8727	6398	3373	2210	7578	2835	1978	2060	
Unweighted 2001 Stay Base	140920	14067	4094	9973	6931	10147	7398	3920	2575	8617	3604	2063	2439	
Unweighted 2000 Stay Base	149354	13843	4361	9482	7427	9019	6299	4824	3183	7516	4074	2656	2744	
Unweighted 1999 Stay Base	176482	17054	5205	11849	9262	11231	8026	5823	3823	9210	4963	3280	3484	
Weighted 2003 Stay Base	271349	28902	7459	21443	10096	24585	18450	4317	2992	22316	2933	2050	4791	
Weighted 2002 Stay Base	262476	30125	8128	21997	9462	25931	19253	4194	2744	23714	2988	2183	5379	
Weighted 2001 Stay Base	251950	29061	7978	21083	9927	25040	18444	4020	2639	22524	3352	1933	4480	
Weighted 2000 Stay Base	252308	27206	7571	19635	9760	22713	16544	4493	3091	20751	3476	2166	4312	
Weighted 1999 Stay Base	246663	25166	6840	18326	9093	20743	15366	4423	2960	18905	3271	2101	4509	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Employed (Net)														
2003	74.2	76.0	84.2	73.2	73.3	75.7	73.3	77.8	72.8	76.0	85.1	82.6	72.3	91.5
2002	75.4	77.4	84.9	74.6	75.1	76.9	74.5	80.4	75.4	77.5	85.5	84.9	75.4	96.0
2001	76.2	76.1	87.1	71.9	73.0	75.7	71.9	78.3	71.9	76.0	83.5	88.4	73.4	86.7
2000	74.8	73.3	86.4	68.3	72.2	73.0	68.2	74.9	68.5	72.4	84.2	83.1	69.5	89.1
1999	74.7	74.7	85.0	70.8	72.7	74.2	70.7	76.9	71.2	74.0	85.1	82.0	74.1	86.7
Managerial, Professional														
2003	34.0	37.1	42.8	35.1	36.5	37.2	35.9	36.2	30.1	36.6	51.9	42.1	33.5	94.6
2002	36.5	41.8	48.7	39.3	39.1	41.7	39.8	42.5	35.4	41.9	54.2	50.7	41.9	102.5
2001	38.3	40.9	50.9	37.1	42.0	40.2	36.6	45.0	40.3	40.3	53.7	55.7	37.7	93.2
2000	35.1	36.9	47.5	32.8	36.7	36.1	32.5	41.1	34.6	35.7	53.6	48.4	33.2	93.6
1999	35.8	38.3	48.3	34.6	39.4	37.8	34.8	40.4	33.5	37.2	53.7	48.7	37.9	90.6
Technical, Sales, Administration Support														
2003	19.7	20.9	17.5	22.1	21.8	21.0	22.0	20.2	22.3	22.4	16.7	23.3	21.7	97.9
2002	19.2	19.1	18.4	19.4	19.8	19.1	19.1	19.4	21.3	19.4	19.3	19.7	17.7	88.8
2001	19.5	18.1	19.9	17.5	17.2	18.3	17.6	17.0	17.1	18.8	17.8	19.3	20.9	88.1
2000	21.4	21.0	21.8	20.6	20.7	21.2	21.0	19.5	18.7	21.4	19.6	21.0	18.7	87.3
1999	20.7	20.9	18.9	21.7	21.2	20.9	21.4	20.9	22.9	21.6	20.5	23.0	21.4	83.9

OCCUPATION OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Service														
2003	6.9	6.4	4.3	7.2	6.2	6.4	7.2	6.8	7.2	6.6	4.3	4.8	6.6	78.1
2002	6.0	6.4	6.2	6.5	6.5	6.5	6.4	5.3	6.7	6.5	4.0	4.6	7.8	83.6
2001	5.2	4.7	3.4	5.1	4.4	4.9	5.3	3.5	3.8	5.1	3.3	4.0	6.0	67.0
2000	4.2	3.8	3.7	3.8	4.2	3.8	3.8	3.4	3.6	3.9	3.1	3.5	5.6	86.8
1999	5.6	5.3	5.6	5.2	5.3	5.0	5.0	6.5	6.5	5.4	4.5	5.4	4.9	67.1
Other Occupation														
2003	13.6	11.7	19.6	8.9	8.8	11.1	8.2	14.6	13.2	10.5	12.3	12.4	10.6	77.8
2002	13.7	10.1	11.6	9.5	9.6	9.6	9.2	13.2	12.0	9.6	7.9	10.0	8.1	89.7
2001	13.2	12.4	12.9	12.2	9.4	12.3	12.4	12.8	10.8	11.8	8.8	9.4	8.8	68.7
2000	14.1	11.7	13.4	11.0	10.7	11.8	10.9	10.9	11.6	11.4	7.8	10.2	12.0	76.5
1999	12.6	10.1	12.3	9.3	6.7	10.4	9.5	9.0	8.3	9.9	6.3	4.9	9.9	86.4
Retired														
2003	9.8	10.6	9.1	11.2	10.8	10.9	11.1	9.3	11.8	10.5	7.0	7.4	12.3	75.3
2002	9.4	9.8	8.3	10.4	10.1	9.9	10.2	9.2	11.4	9.2	6.8	6.6	10.0	85.0
2001	9.3	9.1	5.8	10.3	10.1	9.0	10.0	9.9	12.6	8.9	4.9	6.2	13.0	69.8
2000	9.9	9.5	6.0	10.9	10.4	9.4	10.6	10.3	12.7	9.1	6.3	7.6	12.9	66.1
1999	10.1	10.4	6.5	11.9	10.1	10.5	11.8	10.4	12.7	10.0	6.6	8.3	12.0	71.6
Not Employed														
2003	15.9	13.3	6.7	15.6	15.9	13.4	15.6	12.9	15.4	13.5	7.9	10.0	15.3	65.0
2002	15.2	12.8	6.8	15.0	14.8	13.2	15.3	10.4	13.2	13.3	7.7	8.5	14.6	68.1
2001	14.5	14.8	7.0	17.8	16.9	15.3	18.1	11.8	15.5	15.1	11.6	5.3	13.7	57.2
2000	15.3	17.1	7.6	20.8	17.4	17.6	21.2	14.7	18.8	18.4	9.5	9.3	17.7	58.5
1999	15.2	14.9	8.5	17.3	17.3	15.4	17.5	12.7	16.1	15.9	8.3	9.6	13.9	61.0

EDUCATION OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	100497	9709	2527	7182	4781	7102	5420	2607	1762	6194	2225	1513	1720	
Unweighted 2002 Stay Base	113159	10519	2918	7601	5113	7502	5574	3017	2027	6546	2505	1764	1799	
Unweighted 2001 Stay Base	133816	13228	3818	9410	6552	9491	6963	3737	2447	8074	3415	1964	2289	
Unweighted 2000 Stay Base	147883	13729	4327	9402	7362	8941	6247	4788	3155	7447	4044	2630	2724	
Unweighted 1999 Stay Base	175341	16937	5180	11757	9190	11147	7960	5790	3797	9141	4925	3261	3461	
Weighted 2003 Stay Base	242470	24938	6125	18813	8845	21143	16197	3795	2616	19398	2524	1832	4022	
Weighted 2002 Stay Base	234230	25398	6457	18941	8170	21820	16547	3577	2394	20048	2488	1895	4491	
Weighted 2001 Stay Base	238844	27153	7445	19709	9307	23355	17241	3799	2468	20927	3169	1827	4130	
Weighted 2000 Stay Base	247224	26594	7423	19171	9505	22155	16126	4438	3045	20247	3414	2134	4199	
Weighted 1999 Stay Base	244416	24896	6754	18143	8997	20505	15210	4392	2933	18677	3236	2084	4484	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
<i>Average (years)</i>														
2003	14.3	14.5	14.7	14.4	14.5	14.5	14.4	14.7	14.4	14.4	15.3	14.8	14.2	
2002	14.5	14.9	15.2	14.8	14.8	14.9	14.8	15.0	14.8	14.9	15.5	15.3	15.0	
2001	14.8	15.0	15.3	14.8	15.1	14.9	14.8	15.1	14.9	14.9	15.9	15.6	14.8	
2000	14.7	15.0	15.3	14.9	15.1	15.0	14.9	15.1	14.8	14.9	15.9	15.5	15.1	
1999	14.7	15.0	15.3	14.9	15.2	15.0	14.9	15.1	14.8	15.0	15.9	15.4	15.1	
<i>Median (years)</i>														
2003	13.6	13.9	14.1	13.8	14.0	13.9	13.8	14.2	13.8	13.9	15.0	14.5	13.6	
2002	13.9	14.4	14.8	14.2	14.3	14.3	14.2	14.7	14.4	14.3	15.3	15.1	14.5	
2001	14.3	14.5	15.0	14.3	14.7	14.4	14.3	14.8	14.4	14.4	15.7	15.3	14.3	
2000	14.1	14.5	14.9	14.3	14.6	14.4	14.3	14.8	14.3	14.4	15.7	15.3	14.5	
1999	14.2	14.5	15.1	14.3	14.8	14.5	14.3	14.8	14.2	14.4	15.8	15.3	14.7	
No College														
2003	33.4	24.9	21.9	25.9	25.5	24.9	25.3	25.4	29.6	25.3	17.7	24.2	33.0	85.4
2002	30.2	19.6	14.9	21.2	21.8	19.3	20.8	21.5	23.9	19.0	15.5	18.8	18.8	86.6
2001	26.4	20.7	17.5	21.9	18.7	20.7	21.7	20.9	23.5	20.2	11.6	14.0	23.0	72.9
2000	30.7	20.6	17.8	21.7	21.8	20.4	20.9	21.8	26.0	20.7	13.1	17.6	19.5	72.1
1999	31.3	23.8	18.4	25.8	22.3	23.5	25.0	25.5	30.4	24.2	13.6	20.3	20.9	71.7

EDUCATION OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Some College														
2003	30.2	35.5	34.5	35.8	33.3	36.7	36.6	28.7	30.6	36.3	23.4	26.0	32.1	78.8
2002	27.7	32.7	30.9	33.3	31.0	33.9	34.0	25.4	27.9	33.8	19.3	20.5	31.4	81.2
2001	26.1	30.0	25.7	31.7	28.7	30.9	32.2	24.9	28.1	31.2	18.9	21.9	30.7	76.4
2000	23.8	30.0	26.1	31.5	27.2	31.2	32.3	23.8	27.1	31.6	17.2	19.4	30.8	76.1
1999	22.5	25.9	24.1	26.5	24.5	26.8	27.2	21.2	22.7	26.8	16.8	18.4	26.3	74.8
College Graduate (Net)														
2003	36.4	39.6	43.6	38.3	41.2	38.5	38.1	45.9	39.8	38.4	58.9	49.8	34.9	90.4
2002	42.1	47.7	54.3	45.5	47.2	46.9	45.1	53.1	48.2	47.1	65.3	60.7	49.8	94.4
2001	47.5	49.3	56.8	46.4	52.6	48.4	46.1	54.2	48.5	48.6	69.5	64.1	46.3	86.0
2000	45.6	49.4	56.2	46.7	50.9	48.4	46.7	54.4	46.8	47.7	69.7	63.0	49.7	88.9
1999	46.2	50.3	57.4	47.7	53.2	49.7	47.8	53.2	46.9	48.9	69.6	61.4	52.8	87.6
College Graduate														
2003	22.0	25.9	27.5	25.4	27.5	25.5	25.5	28.4	24.7	25.2	35.2	32.0	19.4	88.3
2002	25.3	29.3	31.7	28.5	29.1	29.2	28.6	30.1	27.8	29.4	36.1	34.6	31.1	91.9
2001	26.0	26.0	25.6	26.1	27.4	25.5	26.0	28.6	26.4	26.6	32.5	34.0	24.1	83.0
2000	23.5	25.0	28.5	23.7	24.8	24.6	23.7	27.1	23.6	24.9	32.1	31.7	24.5	89.8
1999	22.0	22.4	24.7	21.6	24.2	22.0	21.4	24.4	22.2	21.9	30.3	28.1	24.8	89.7
Post College Graduate														
2003	14.4	13.7	16.1	12.9	13.7	13.0	12.6	17.6	15.1	13.2	23.7	17.9	15.6	94.0
2002	16.9	18.4	22.6	17.0	18.1	17.7	16.5	23.0	20.3	17.8	29.2	26.1	18.7	98.0
2001	21.5	23.3	31.2	20.3	25.1	22.9	20.1	25.6	22.1	22.0	37.1	30.1	22.2	89.1
2000	22.1	24.4	27.6	23.1	26.2	23.8	23.0	27.2	23.3	22.8	37.7	31.3	25.2	87.9
1999	24.2	27.9	32.7	26.1	29.0	27.7	26.4	28.8	24.8	27.0	39.3	33.3	28.0	86.0

MARITAL STATUS OF RESPONDENT

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	110673	10843	2951	7892	5249	7952	5952	2891	1940	6887	2475	1661	1909	
Unweighted 2002 Stay Base	125724	11982	3485	8497	5664	8615	6296	3367	2201	7483	2823	1962	2044	
Unweighted 2001 Stay Base	141699	14049	4119	9930	6897	10130	7362	3919	2568	8587	3608	2073	2447	
Unweighted 2000 Stay Base	150443	13927	4379	9548	7483	9061	6338	4866	3210	7566	4093	2674	2760	
Unweighted 1999 Stay Base	178079	17229	5301	11928	9304	11355	8084	5874	3844	9315	4986	3311	3506	
Weighted 2003 Stay Base	273205	28769	7541	21228	9991	24365	18188	4404	3040	22091	2975	2080	4774	
Weighted 2002 Stay Base	264270	29831	8256	21576	9290	25669	18896	4162	2680	23442	2995	2174	5336	
Weighted 2001 Stay Base	256065	29225	8016	21210	9923	25202	18583	4023	2626	22638	3377	1951	4549	
Weighted 2000 Stay Base	255870	27660	7748	19911	9924	23079	16754	4581	3158	21038	3490	2190	4362	
Weighted 1999 Stay Base	250794	25891	7024	18866	9203	21359	15841	4532	3025	19509	3306	2124	4586	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Married														
2003	72.2	66.7	64.7	67.4	69.8	66.0	67.1	70.6	69.2	66.8	68.9	75.2	62.6	85.9
2002	73.9	66.9	62.5	68.6	68.6	66.4	68.2	70.0	71.2	67.5	66.6	73.1	65.5	89.4
2001	74.3	68.9	69.7	68.6	69.9	68.2	68.2	73.5	70.8	68.5	68.9	75.2	63.3	80.9
2000	71.6	66.2	62.5	67.7	67.9	65.4	67.3	70.1	69.6	66.0	68.0	71.0	62.9	79.2
1999	71.4	65.4	67.7	64.5	67.2	64.8	63.9	68.1	67.5	65.5	65.3	71.3	58.7	78.5
Single (Never married)														
2003	15.0	17.7	20.0	16.9	17.8	17.8	16.8	17.1	17.3	17.3	21.0	14.7	21.2	90.6
2002	13.9	18.6	19.7	18.1	18.9	18.5	18.1	19.0	18.3	17.6	23.2	19.0	20.1	97.3
2001	14.7	18.6	18.0	18.9	17.9	19.2	19.3	14.8	15.4	18.8	21.0	15.4	23.6	84.2
2000	15.5	19.5	21.4	18.8	19.2	19.9	19.1	17.8	17.2	19.6	21.8	17.5	20.5	90.5
1999	15.8	19.9	18.1	20.5	18.9	20.2	20.8	18.3	19.0	19.7	22.3	17.8	24.4	88.9
Divorced, Widowed, Separated														
2003	12.7	15.6	15.3	15.7	12.4	16.2	16.1	12.4	13.5	15.9	10.1	10.1	16.2	82.6
2002	12.1	14.5	17.8	13.3	12.5	15.1	13.7	11.0	10.5	14.9	10.1	7.9	14.4	94.6
2001	11.0	12.5	12.3	12.6	12.2	12.6	12.4	11.7	13.7	12.7	10.0	9.5	13.1	76.5
2000	12.9	14.3	16.1	13.5	12.8	14.7	13.6	12.1	13.3	14.4	10.2	11.5	16.7	83.4
1999	12.8	14.8	14.1	15.0	13.9	15.0	15.3	13.6	13.5	14.8	12.4	10.9	16.9	80.5

MAIN PURPOSE OF STAY

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112315	11027	2989	8038	5346	8098	6071	2929	1967	7021	2506	1686	1944	
Unweighted 2002 Stay Base	127999	12292	3567	8725	5813	8824	6459	3468	2266	7682	2894	2023	2096	
Unweighted 2001 Stay Base	143400	14313	4187	10126	7029	10327	7514	3986	2612	8761	3663	2100	2483	
Unweighted 2000 Stay Base	151636	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178986	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277738	29599	7706	21893	10245	25137	18822	4462	3071	22812	3014	2111	4866	
Weighted 2002 Stay Base	268246	30771	8498	22274	9591	26421	19469	4351	2804	24208	3063	2223	5485	
Weighted 2001 Stay Base	258503	29732	8164	21569	10140	25612	18872	4120	2696	23045	3435	1974	4609	
Weighted 2000 Stay Base	257849	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252096	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
<u>Business (Net)</u>														
2003	25.9	26.0	100.0	-	-	25.1	-	31.2	-	22.8	45.0	43.9	16.9	106.3
2002	26.9	27.6	100.0	-	-	26.3	-	35.5	-	25.4	49.0	45.8	21.5	111.7
2001	26.8	27.5	100.0	-	-	26.3	-	34.6	-	25.1	46.7	50.5	19.5	106.2
2000	28.7	28.1	100.0	-	-	27.6	-	31.1	-	25.0	47.0	46.9	14.7	103.1
1999	28.1	27.2	100.0	-	-	25.9	-	33.2	-	23.7	46.9	46.4	19.5	100.9
<u>Group Meeting (Net)</u>														
2003	9.3	9.1	35.0	-	-	8.5	-	12.5	-	7.7	19.0	19.7	9.1	115.5
2002	10.2	10.8	39.2	-	-	10.0	-	16.1	-	9.6	23.3	21.0	9.8	119.3
2001	10.7	10.9	39.7	-	-	10.3	-	14.9	-	9.9	22.9	22.9	10.7	121.8
2000	10.1	9.6	34.0	-	-	8.9	-	13.1	-	7.6	22.9	22.6	5.0	127.5
1999	10.1	10.5	38.5	-	-	9.2	-	16.2	-	8.4	24.9	25.1	8.5	120.7
<u>Transient Business (Net)</u>														
2003	16.7	16.9	65.0	-	-	16.6	-	18.7	-	15.2	26.0	24.2	7.8	100.4
2002	16.7	16.8	60.8	-	-	16.4	-	19.5	-	15.8	25.7	24.8	11.7	105.2
2001	16.2	16.5	60.3	-	-	16.0	-	19.7	-	15.2	23.8	27.6	8.7	94.5
2000	18.6	18.6	66.0	-	-	18.7	-	17.9	-	17.5	24.0	24.3	9.6	86.3
1999	18.0	16.7	61.5	-	-	16.7	-	17.0	-	15.2	22.0	21.3	11.0	84.4

California Year End 2003

MAIN PURPOSE OF STAY

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Leisure (Net)														
2003	74.1	74.0	-	100.0	100.0	74.9	100.0	68.8	100.0	77.2	55.0	56.1	83.1	79.2
2002	73.1	72.4	-	100.0	100.0	73.7	100.0	64.5	100.0	74.6	51.0	54.2	78.5	83.0
2001	73.2	72.5	-	100.0	100.0	73.7	100.0	65.4	100.0	74.9	53.3	49.5	80.5	72.0
2000	71.3	71.9	-	100.0	100.0	72.4	100.0	68.9	100.0	75.0	53.0	53.1	85.3	73.9
1999	71.9	72.8	-	100.0	100.0	74.1	100.0	66.8	100.0	76.3	53.1	53.6	80.5	73.3
Vacation (Net)														
2003	21.8	23.1	-	31.3	41.4	22.4	29.9	27.1	39.4	22.9	19.7	34.5	26.6	106.0
2002	21.0	22.2	-	30.7	43.0	21.6	29.3	25.8	40.0	22.2	18.8	32.8	26.9	109.2
2001	20.6	22.8	-	31.4	40.1	22.5	30.6	24.5	37.4	22.4	18.1	30.2	26.3	97.3
2000	21.3	20.9	-	29.1	38.2	20.3	28.1	23.9	34.6	20.5	16.6	27.8	31.0	101.5
1999	20.9	21.9	-	30.1	40.9	21.5	29.1	23.7	35.4	22.0	15.9	28.8	30.5	95.9
Non-Vacation (Net)														
2003	52.3	50.9	-	68.7	58.6	52.5	70.1	41.7	60.6	54.3	35.3	21.7	56.5	65.2
2002	52.1	50.2	-	69.3	57.0	52.1	70.7	38.7	60.0	52.4	32.2	21.4	51.6	68.5
2001	52.6	49.7	-	68.6	59.9	51.1	69.4	40.9	62.6	52.4	35.2	19.3	54.3	58.3
2000	50.0	50.9	-	70.9	61.8	52.1	71.9	45.1	65.4	54.5	36.5	25.2	54.4	60.3
1999	51.0	50.9	-	69.9	59.1	52.5	70.9	43.1	64.6	54.3	37.2	24.8	50.0	61.5

California Year End 2003

BUSINESS PURPOSE OF STAY

Person-Trips Based

Total U.S. (%)	California Travel													
	Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)	
Group Meeting														
Convention														
2003	2.5	1.9	7.4	-	-	1.5	-	4.0	-	1.3	6.6	6.9	3.1	132.9
2002	2.6	2.3	8.3	-	-	1.9	-	4.8	-	1.6	8.3	7.6	2.1	145.5
2001	2.8	3.2	11.6	-	-	2.8	-	5.8	-	2.9	6.9	9.5	6.2	149.0
2000	2.4	2.5	8.9	-	-	2.1	-	4.3	-	1.8	6.9	8.2	1.8	135.8
1999	2.3	2.7	9.9	-	-	2.0	-	5.8	-	1.8	8.3	9.3	2.3	135.1
Seminar/Training														
2003	3.4	3.6	13.7	-	-	3.4	-	4.4	-	3.3	7.0	7.4	2.3	109.8
2002	3.7	4.7	16.9	-	-	4.4	-	6.0	-	4.6	7.3	7.3	3.5	102.2
2001	3.7	3.3	11.9	-	-	2.8	-	6.0	-	2.8	8.5	9.3	1.5	113.8
2000	4.3	3.9	13.7	-	-	3.5	-	5.8	-	3.1	9.6	9.7	2.1	129.5
1999	4.4	3.9	14.4	-	-	3.5	-	5.7	-	3.5	8.2	8.3	2.7	112.8
Other Group Meeting														
2003	3.4	3.6	14.0	-	-	3.6	-	4.0	-	3.0	5.4	5.5	3.8	103.5
2002	3.9	3.9	14.1	-	-	3.6	-	5.3	-	3.4	7.7	6.2	4.2	112.4
2001	4.2	4.5	16.3	-	-	4.7	-	3.0	-	4.2	7.6	4.1	3.0	98.6
2000	3.5	3.2	11.4	-	-	3.2	-	3.1	-	2.7	6.4	4.7	1.2	112.0
1999	3.4	3.9	14.3	-	-	3.7	-	4.7	-	3.2	8.5	7.5	3.6	115.6

California Year End 2003

BUSINESS PURPOSE OF STAY

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Transient														
Client Services/Consulting														
2003	2.6	3.1	11.9	-	-	3.0	-	3.4	-	2.9	6.1	5.1	2.0	98.4
2002	2.6	3.2	11.5	-	-	3.0	-	4.4	-	2.8	6.6	6.4	0.7	115.5
2001	2.8	3.6	13.1	-	-	3.5	-	4.2	-	3.7	5.7	7.4	0.9	103.3
2000	2.6	2.9	10.4	-	-	3.1	-	2.0	-	3.1	3.4	3.7	0.8	82.6
1999	2.4	2.0	7.3	-	-	2.0	-	1.9	-	2.0	2.4	2.8	1.0	79.7
Inspect/Audit (Began 2001)														
2003	0.8	0.7	2.6	-	-	0.7	-	0.7	-	0.7	0.7	0.9	0.2	75.1
2002	0.8	1.2	4.4	-	-	1.2	-	1.1	-	1.1	2.5	1.9	*	95.6
2001	0.7	0.6	2.1	-	-	0.5	-	0.9	-	0.6	1.2	1.8	0.2	112.9
Construction/Repair (Began 2001)														
2003	1.4	1.5	5.7	-	-	1.7	-	0.4	-	1.0	1.4	0.7	0.1	75.8
2002	1.3	1.2	4.3	-	-	1.2	-	1.0	-	1.1	0.4	0.9	0.9	95.2
2001	0.9	1.3	4.8	-	-	1.4	-	1.1	-	1.2	0.9	1.4	0.5	62.9
Sales/Purchasing														
2003	3.3	2.8	10.9	-	-	3.1	-	1.5	-	2.9	1.8	1.8	1.4	121.7
2002	2.9	2.1	7.7	-	-	2.3	-	1.1	-	2.3	2.1	1.5	1.5	110.8
2001	3.0	2.4	8.7	-	-	2.6	-	1.2	-	2.3	1.6	1.9	1.1	98.6
2000	2.3	2.5	8.9	-	-	2.4	-	3.0	-	2.5	3.6	4.4	0.4	107.3
1999	2.4	2.3	8.5	-	-	2.4	-	2.2	-	2.3	3.2	3.7	0.6	107.0

California Year End 2003

BUSINESS PURPOSE OF STAY

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
<u>Transient</u>														
Government/Military														
2003	1.2	1.0	4.0	-	-	0.9	-	1.7	-	0.7	3.8	2.6	0.2	115.3
2002	1.1	1.0	3.6	-	-	0.8	-	1.9	-	0.8	3.0	2.5	0.6	121.8
2001	1.5	1.5	5.5	-	-	1.4	-	2.1	-	1.3	3.4	2.9	0.3	93.8
2000	1.5	1.7	6.0	-	-	1.7	-	1.6	-	1.6	3.4	2.9	0.5	94.9
1999	1.3	1.2	4.5	-	-	1.1	-	2.0	-	1.0	3.4	2.4	0.4	89.4
Other Business														
2003	7.4	7.7	29.8	-	-	7.2	-	11.0	-	7.0	12.3	13.0	3.8	99.0
2002	8.0	8.1	29.2	-	-	7.7	-	10.0	-	7.7	11.0	11.7	8.0	100.4
2001	7.3	7.1	26.0	-	-	6.7	-	10.1	-	6.2	11.0	12.1	5.7	94.3
2000	12.2	11.5	40.7	-	-	11.5	-	11.3	-	10.3	13.6	13.2	7.9	80.7
1999	11.8	11.2	41.1	-	-	11.2	-	11.0	-	9.9	13.0	12.5	9.0	79.0

California Year End 2003

LEISURE PURPOSE OF STAY

Person-Trips Based

California Travel

Total U.S. (%)	California Travel												
	Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Vacation													
Getaway Weekend													
2003	11.7	13.1	-	17.8	22.7	14.2	19.0	7.1	10.3	13.9	5.4	8.5	15.0
2002	11.1	12.0	-	16.5	22.2	12.9	17.5	6.3	9.8	12.6	4.5	7.8	13.0
2001	10.7	13.5	-	18.6	21.7	14.5	19.7	6.8	10.4	14.1	4.3	7.4	14.5
2000	10.9	11.6	-	16.2	19.8	12.6	17.5	6.5	9.4	12.6	4.4	7.3	17.6
1999	10.3	12.5	-	17.2	21.9	13.9	18.8	5.9	8.8	13.7	4.5	6.3	16.6
General Vacation													
2003	10.0	10.0	-	13.5	18.6	8.2	10.9	20.0	29.0	8.9	14.3	26.0	11.6
2002	9.9	10.2	-	14.1	20.9	8.7	11.8	19.5	30.2	9.6	14.3	25.0	13.9
2001	9.8	9.3	-	12.9	18.4	8.0	10.9	17.7	27.0	8.3	13.8	22.8	11.8
2000	10.4	9.3	-	12.9	18.3	7.7	10.6	17.4	25.2	7.9	12.2	20.5	13.4
1999	10.5	9.4	-	12.9	19.0	7.6	10.3	17.8	26.6	8.3	11.4	22.5	13.9

California Year End 2003

LEISURE PURPOSE OF STAY

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
<u>Non-Vacation</u>														
Visit Friends/Relatives														
2003	25.0	23.9	-	32.3	33.4	23.3	31.1	27.1	39.4	25.3	24.8	7.9	20.8	52.8
2002	24.2	22.6	-	31.3	32.5	22.2	30.1	25.1	39.0	23.1	22.7	9.2	17.7	53.6
2001	25.4	24.5	-	33.8	37.0	24.1	32.7	26.9	41.1	25.1	25.7	7.9	20.5	46.0
2000	24.5	25.6	-	35.6	37.5	24.9	34.4	28.8	41.8	26.9	24.3	9.7	21.1	48.4
1999	24.4	23.8	-	32.7	35.1	23.0	31.1	27.5	41.2	24.8	25.3	10.9	17.6	49.2
Special Event														
2003	12.0	12.1	-	16.4	16.5	12.7	17.0	8.8	12.8	12.4	7.8	10.6	20.2	91.4
2002	12.2	12.4	-	17.1	16.5	13.1	17.7	8.2	12.7	13.6	5.9	8.4	18.9	94.3
2001	12.7	13.0	-	18.0	15.8	13.8	18.7	8.5	13.0	13.8	6.3	8.4	24.3	88.4
2000	12.6	13.7	-	19.1	16.7	14.4	19.9	10.3	14.9	14.2	8.1	11.5	21.8	86.9
1999	12.7	14.8	-	20.3	17.1	15.7	21.2	10.3	15.4	15.7	8.4	9.6	24.0	82.3
Other Personal														
2003	15.3	14.8	-	20.0	8.8	16.4	22.0	5.7	8.4	16.6	2.7	3.1	15.5	72.4
2002	15.7	15.2	-	21.0	7.9	16.8	22.8	5.4	8.3	15.8	3.6	3.8	15.0	81.8
2001	14.5	12.2	-	16.8	7.1	13.2	18.0	5.5	8.4	13.5	3.1	3.0	9.5	63.1
2000	13.0	11.7	-	16.2	7.6	12.8	17.7	6.0	8.6	13.4	4.0	4.0	11.4	67.4
1999	13.8	12.3	-	16.9	7.0	13.8	18.6	5.4	8.0	13.8	3.5	4.3	8.3	75.1

TRAVELING PARTY

Stay-Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	102640	10105	2665	7440	5039	7384	5601	2721	1839	6761	2381	1583	1794	
Unweighted 2002 Stay Base	116239	11125	3183	7942	5395	7914	5830	3211	2112	7429	2758	1893	1883	
Unweighted 2001 Stay Base	131628	13050	3744	9306	6605	9334	6841	3716	2465	8409	3453	1971	2234	
Unweighted 2000 Stay Base	136029	12703	4006	8697	6826	8299	5823	4404	2874	7488	4057	2474	2498	
Unweighted 1999 Stay Base	159345	15441	4747	10694	8339	10271	7332	5170	3362	9155	4901	2960	3100	
Weighted 2003 Stay Base	120046	13345	4567	8778	4177	11226	7563	2119	1215	10274	1837	1086	4529	
Weighted 2002 Stay Base	116318	13728	5256	8472	3840	11522	7311	2206	1161	10906	1886	1155	5103	
Weighted 2001 Stay Base	118150	14188	5407	8781	4252	12080	7592	2108	1189	10789	2094	1020	4318	
Weighted 2000 Stay Base	118250	13069	5149	7920	4026	10751	6581	2318	1339	9726	2310	1193	4150	
Weighted 1999 Stay Base	113960	12117	4554	7563	3666	9874	6314	2243	1248	8871	2125	1075	4277	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Average (persons)														
2003	2.2	2.1	1.5	2.4	2.3	2.1	2.4	2.0	2.4	2.1	1.6	1.9	3.4	
2002	2.1	2.1	1.5	2.5	2.4	2.1	2.5	1.8	2.3	2.2	1.6	1.8	3.5	
2001	2.1	2.0	1.4	2.4	2.3	2.1	2.4	1.8	2.2	2.1	1.5	1.8	3.3	
2000	2.1	2.0	1.4	2.4	2.3	2.1	2.5	1.8	2.2	2.1	1.5	1.7	3.2	
1999	2.1	2.0	1.5	2.4	2.3	2.1	2.4	1.8	2.2	2.2	1.5	1.8	3.1	
Median (persons)														
2003	1.8	1.7	1.0	2.0	2.0	1.7	2.0	1.6	2.1	1.8	1.0	1.0	2.7	
2002	1.8	1.7	1.0	2.1	2.0	1.7	2.1	1.0	2.0	1.8	1.0	1.0	2.9	
2001	1.7	1.6	1.0	2.1	2.0	1.7	2.1	1.0	1.9	1.7	1.0	1.0	2.6	
2000	1.7	1.7	1.0	2.1	2.0	1.7	2.1	1.0	1.9	1.8	1.0	1.0	2.5	
1999	1.7	1.7	1.0	2.1	2.0	1.8	2.1	1.0	1.9	1.9	1.0	1.0	2.4	
One Adult														
2003	39.1	42.8	68.8	29.2	29.8	42.3	30.0	45.6	24.8	38.8	63.5	52.7	13.6	85.7
2002	40.2	43.6	73.9	24.9	25.7	42.2	24.3	51.0	28.3	40.5	64.6	53.8	9.9	92.4
2001	41.8	45.7	74.8	27.9	30.3	44.7	26.7	52.0	35.0	42.2	68.2	56.3	11.6	81.9
2000	41.8	45.0	72.7	27.1	29.9	43.6	25.9	51.7	32.8	40.7	67.7	58.5	12.0	86.9
1999	41.6	42.4	71.2	25.1	28.2	40.3	23.8	51.6	31.8	36.9	64.8	54.8	13.6	85.8

TRAVELING PARTY

Stay-Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Couples (M/F)														
2003	25.6	23.9	12.5	29.9	30.4	23.7	28.9	25.3	36.0	25.8	16.5	20.7	24.7	106.4
2002	25.1	23.4	11.4	30.8	34.3	23.4	30.3	23.1	33.9	24.4	15.7	20.8	26.2	108.6
2001	24.0	22.7	12.0	29.4	30.8	23.1	29.7	20.9	27.3	24.3	13.0	18.5	27.0	99.2
2000	24.9	21.9	10.8	29.2	31.2	22.2	29.2	20.6	29.1	23.2	13.9	18.2	27.8	105.7
1999	25.1	25.8	12.4	33.9	33.1	26.4	34.0	23.1	33.4	27.1	16.7	21.9	32.1	98.3
Two Males or Two Females														
2003	6.5	6.8	8.2	6.1	6.8	7.0	6.3	5.8	5.0	6.9	6.4	7.6	6.8	112.6
2002	6.6	6.8	6.0	7.3	6.7	7.0	7.8	5.8	4.7	6.9	6.0	7.5	5.9	103.6
2001	6.1	5.8	4.7	6.6	6.2	5.8	6.6	5.8	6.5	6.2	4.8	6.6	7.9	100.1
2000	6.5	7.4	7.1	7.6	6.2	7.7	7.7	6.1	7.0	7.8	5.7	6.3	8.1	106.3
1999	6.2	6.3	5.7	6.7	6.4	6.4	6.9	6.1	6.2	6.6	6.3	6.7	7.7	98.8
Three or More Adults														
2003	6.1	6.2	4.6	7.0	5.3	6.4	7.2	5.0	5.6	6.4	3.8	5.3	16.8	111.5
2002	5.9	5.3	3.7	6.2	5.5	5.4	6.3	4.7	5.7	5.4	4.1	5.3	10.6	109.8
2001	5.9	5.2	3.5	6.2	5.2	5.1	6.2	5.5	6.2	5.3	4.2	5.5	16.0	101.5
2000	5.9	5.1	4.0	5.9	4.4	5.4	6.2	3.8	4.1	5.3	3.0	4.2	11.3	98.9
1999	6.0	5.2	4.0	5.9	4.8	5.3	6.0	4.7	5.2	5.6	3.8	5.1	9.8	96.1
Families														
2003	22.6	20.3	5.8	27.8	27.7	20.7	27.7	18.3	28.6	22.1	9.9	13.7	38.1	62.8
2002	22.2	20.9	5.0	30.7	27.8	21.9	31.3	15.4	27.4	22.8	9.7	12.6	47.4	72.9
2001	22.1	20.5	5.1	30.0	27.5	21.3	30.8	15.8	25.0	22.1	9.8	13.1	37.5	62.5
2000	20.9	20.5	5.4	30.3	28.4	21.1	30.9	17.8	27.0	23.0	9.7	12.7	40.8	57.7
1999	21.1	20.2	6.7	28.4	27.5	21.5	29.3	14.6	23.5	23.7	8.5	11.4	36.7	57.3

LENGTH OF STAY

Stays Based

	Total U.S. (%)	California Travel											
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)
Unweighted 2003 Stay Base	111689	10977	2972	8005	5330	8056	6042	2921	1963	7006	2505	1682	1933
Unweighted 2002 Stay Base	127222	12223	3555	8668	5772	8769	6412	3454	2256	7677	2893	2017	2084
Unweighted 2001 Stay Base	142555	14213	4144	10069	7003	10248	7460	3965	2609	8716	3651	2092	2466
Unweighted 2000 Stay Base	149832	13889	4380	9509	7480	9030	6311	4859	3198	7624	4132	2685	2753
Unweighted 1999 Stay Base	176959	17113	5259	11854	9268	11296	8048	5817	3806	9358	5018	3300	3475
Weighted 2003 Stay Base	129742	14379	5000	9379	4435	12100	8069	2279	1310	10675	1894	1149	4866
Weighted 2002 Stay Base	126774	14855	5699	9156	4119	12475	7914	2380	1242	11248	1963	1227	5485
Weighted 2001 Stay Base	127704	15320	5876	9444	4482	13051	8197	2269	1247	11205	2217	1109	4609
Weighted 2000 Stay Base	128296	14084	5544	8540	4406	11537	7056	2546	1484	9996	2334	1294	4407
Weighted 1999 Stay Base	124781	13187	4953	8235	4063	10659	6823	2528	1412	9148	2170	1206	4642
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
<i>Average (days)</i>													
2003	2.2	2.1	2.1	2.1	3.5	1.7	1.7	4.3	4.4	1.7	4.4	4.1	2.1
2002	2.2	2.0	2.0	2.1	3.7	1.6	1.7	4.2	4.7	1.6	4.2	4.1	2.1
2001	2.2	2.1	2.0	2.1	3.7	1.7	1.7	4.6	4.9	1.7	4.2	4.2	2.3
2000	2.3	2.2	2.1	2.3	3.7	1.7	1.8	4.4	4.5	1.6	4.2	4.1	2.5
1999	2.3	2.2	2.2	2.2	3.7	1.7	1.8	4.2	4.4	1.7	4.1	4.1	2.5
<i>Median (days)</i>													
2003	0.8	0.8	0.8	0.8	2.7	0.8	0.8	3.2	3.3	0.8	3.6	3.5	0.8
2002	0.8	0.8	0.8	0.8	2.8	0.8	0.8	3.4	3.7	0.8	3.5	3.5	0.8
2002	0.8	0.8	0.8	0.8	2.8	0.8	0.8	3.5	3.6	0.8	3.2	3.6	0.8
2000	1.3	0.8	0.8	1.3	2.8	0.8	0.8	3.4	3.4	0.8	3.3	3.4	1.4
1999	1.3	0.8	0.8	0.8	2.8	0.8	0.8	3.1	3.2	0.8	3.1	3.3	1.3

LENGTH OF STAY
Stays Based

	Total U.S. (%)	California Travel											
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)
Average #Nights (All)													
2003	1.4	1.3	1.4	1.3	2.8	0.9	0.9	3.5	3.7	0.9	3.7	3.3	1.4
2002	1.4	1.3	1.2	1.3	2.9	0.9	0.9	3.5	3.9	0.9	3.5	3.3	1.3
2001	1.4	1.4	1.3	1.4	2.9	0.9	1.0	3.9	4.2	1.0	3.5	3.5	1.6
2000	1.5	1.5	1.4	1.5	2.9	1.0	1.0	3.7	3.8	0.9	3.5	3.4	1.8
1999	1.5	1.4	1.4	1.5	3.0	1.0	1.0	3.4	3.7	0.9	3.4	3.3	1.7
Median #Nights (All)													
2003	-	-	-	-	2.0	-	-	2.5	2.6	-	2.8	2.7	-
2002	-	-	-	-	2.1	-	-	2.6	3.0	-	2.7	2.8	-
2001	-	-	-	-	2.0	-	-	2.8	2.8	-	2.5	2.9	-
2000	0.5	-	-	0.6	2.1	-	-	2.7	2.6	-	2.5	2.6	0.7
1999	0.6	-	-	-	2.1	-	-	2.4	2.5	-	2.4	2.5	0.6
Average #Nights (Overnight)													
2003	2.9	2.9	3.1	2.8	2.8	2.4	2.3	4.1	4.3	2.4	4.0	3.3	3.2
2002	3.0	2.9	2.9	2.9	2.9	2.4	2.4	4.0	4.5	2.5	3.9	3.3	3.1
2001	2.9	3.0	3.0	2.9	2.9	2.4	2.3	4.5	4.8	2.5	3.9	3.5	3.5
2000	3.0	3.0	3.1	2.9	2.9	2.4	2.3	4.1	4.3	2.4	3.9	3.4	3.4
1999	3.0	3.0	3.0	3.0	3.0	2.4	2.4	4.1	4.4	2.4	3.8	3.3	3.4
Median #Nights (Overnight)													
2003	2.0	2.1	2.3	2.0	2.0	1.8	1.7	2.9	3.0	1.8	3.0	2.7	2.3
2002	2.1	2.1	2.2	2.1	2.1	1.9	1.8	3.1	3.5	1.9	3.1	2.8	2.3
2001	2.0	2.0	2.0	2.0	2.0	1.8	1.8	3.3	3.4	1.8	2.9	2.9	2.3
2000	2.1	2.1	2.2	2.1	2.1	1.9	1.9	3.1	3.2	1.8	2.9	2.6	2.4
1999	2.1	2.1	2.1	2.1	2.1	1.9	1.9	3.0	3.1	1.8	2.8	2.5	2.4

LENGTH OF STAY Stays Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Day-Trip														
2003	50.7	53.9	56.0	52.7	-	61.5	59.0	13.6	14.0	61.6	6.6	-	57.0	73.3
2002	51.5	55.7	56.8	55.0	-	64.0	61.6	12.2	13.3	64.2	10.5	-	57.9	77.7
2001	51.4	54.1	56.6	52.5	-	61.2	58.5	13.3	13.5	61.4	10.8	-	54.6	64.8
2000	49.4	51.3	55.7	48.4	-	60.2	56.0	11.0	12.5	62.1	11.3	-	47.8	58.8
1999	49.0	51.5	52.8	50.7	-	59.4	57.7	17.9	16.5	61.6	12.6	-	49.2	65.0
1-3 Nights														
2003	37.3	35.0	31.2	37.0	78.3	32.0	35.0	51.0	49.7	32.1	54.5	63.4	31.3	96.2
2002	36.5	33.1	31.7	34.0	75.7	30.1	32.6	49.1	43.2	29.4	50.4	63.3	30.5	101.7
2001	36.8	35.0	32.4	36.5	77.0	32.9	35.3	46.6	44.5	32.2	53.9	61.5	31.9	93.0
2000	38.3	36.8	32.7	39.5	76.5	33.7	37.7	50.9	48.0	32.3	53.7	65.0	36.4	90.6
1999	38.8	36.7	34.4	38.1	77.2	34.3	36.1	46.9	47.8	32.5	53.2	65.3	36.1	88.8
4-7 Nights														
2003	9.3	8.8	10.8	7.8	16.5	5.5	4.9	26.5	25.8	5.2	30.0	31.1	8.7	93.4
2002	9.4	9.0	10.0	8.4	18.7	5.0	4.9	30.3	31.1	5.2	31.4	32.2	9.0	99.1
2001	9.2	8.4	8.8	8.2	17.4	4.9	5.3	28.8	27.8	5.0	26.9	32.0	9.7	90.2
2000	9.4	9.5	9.7	9.4	18.1	5.2	5.4	29.0	28.2	4.8	26.7	30.4	12.2	94.3
1999	9.3	9.2	10.4	8.4	17.0	5.1	5.1	26.1	24.4	4.8	26.4	29.3	10.7	93.1
8+ Nights														
2003	2.6	2.3	2.0	2.4	5.1	1.0	1.1	8.9	10.5	1.1	8.9	5.5	3.0	63.6
2001	2.6	2.5	2.2	2.7	5.6	1.0	0.9	11.3	14.2	1.4	8.4	6.6	3.7	56.6
2000	2.9	2.4	1.9	2.8	5.4	1.0	1.0	9.1	11.3	0.8	8.4	4.5	3.6	65.8
1999	3.0	2.6	2.3	2.8	5.7	1.1	1.1	9.1	11.3	1.1	7.7	5.4	4.0	59.8

MAIN TRANSPORTATION

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	107257	10526	2824	7702	5187	7676	5782	2850	1920	7021	2506	1644	1873	
Unweighted 2002 Stay Base	121569	11591	3395	8196	5542	8247	6013	3344	2183	7682	2894	1961	197	
Unweighted 2001 Stay Base	137952	13688	4025	9663	6800	9789	7115	3899	2548	8761	3663	2063	2373	
Unweighted 2000 Stay Base	138248	12859	4064	8795	6862	8387	5885	4472	2910	7629	4132	2504	2547	
Unweighted 1999 Stay Base	162608	15770	4870	10900	8451	10511	7493	5259	3407	9358	5018	3009	3176	
Weighted 2003 Stay Base	267399	28549	7312	21237	9991	24205	18239	4344	2997	22812	3014	2064	4725	
Weighted 2002 Stay Base	257610	29487	8173	21314	9253	25299	18604	4188	2710	24208	3063	2156	5294	
Weighted 2001 Stay Base	255259	29335	8085	21249	9821	25297	18613	4038	2636	23045	3435	1932	4550	
Weighted 2000 Stay Base	247826	26866	7583	19284	9222	22597	16367	4269	2917	21215	3528	2059	4216	
Weighted 1999 Stay Base	242115	25106	6837	18269	8570	20931	15494	4175	2775	19588	3336	1935	4436	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Air Travel														
2003	8.7	10.6	18.5	7.8	16.0	3.4	2.0	50.3	43.0	-	100.0	60.5	9.4	106.3
2002	8.8	10.4	18.4	7.3	15.6	3.3	2.1	53.0	43.3	-	100.0	64.9	10.0	115.3
2001	9.5	11.7	19.8	8.6	17.4	4.3	3.0	57.8	48.5	-	100.0	70.4	11.2	101.1
2000	10.2	13.1	21.9	9.7	19.1	4.6	2.8	58.1	48.5	-	100.0	70.6	14.5	109.2
1999	10.2	13.3	22.9	9.7	19.0	4.6	2.9	56.7	47.7	-	100.0	68.0	14.2	104.3
Auto Travel (Net)														
2003	82.8	79.9	71.2	82.9	74.2	86.8	88.5	41.7	48.9	100.0	-	34.0	78.7	80.5
2002	83.1	82.1	75.2	84.8	74.9	89.0	89.8	40.3	49.9	100.0	-	31.3	83.1	84.7
2001	82.3	78.6	71.6	81.2	73.3	85.5	86.4	35.3	44.7	100.0	-	26.2	76.9	76.4
2000	81.3	79.0	70.0	82.5	71.3	87.2	89.3	35.3	44.1	100.0	-	25.9	75.7	71.9
1999	81.4	78.0	67.9	81.8	72.1	86.3	88.2	36.7	46.1	100.0	-	27.8	72.9	71.5

MAIN TRANSPORTATION
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Car														
2003	69.1	68.6	61.6	71.1	63.4	74.9	76.3	33.9	39.5	85.9	-	26.7	66.8	82.3
2002	70.3	73.9	68.1	76.2	68.3	80.8	81.3	32.7	40.9	90.1	-	23.6	77.7	86.3
2001	69.3	69.1	63.3	71.3	65.4	75.4	76.1	29.8	37.5	88.0	-	22.5	70.2	77.5
2000	66.2	66.8	60.3	69.4	59.8	74.3	75.6	27.3	34.3	84.6	-	19.6	65.6	72.9
1999	65.8	66.0	57.4	69.2	59.9	73.3	75.0	29.5	37.0	84.6	-	20.8	62.7	73.7
Van/Small Truck														
2003	13.7	11.3	9.6	11.8	10.7	11.9	12.2	7.8	9.3	14.1	-	7.3	11.9	68.4
2002	12.8	8.2	7.0	8.6	6.6	8.3	8.5	7.5	9.0	9.9	-	7.7	5.5	71.5
2001	13.0	9.4	8.3	9.8	8.0	10.1	10.2	5.4	7.2	12.0	-	3.7	6.8	68.8
2000	15.1	12.2	9.7	13.1	11.5	13.0	13.7	8.0	9.7	15.4	-	6.3	10.1	66.4
1999	15.6	12.0	10.4	12.6	12.2	13.0	13.2	7.2	9.1	15.4	-	7.1	10.2	59.7
Other Transportation (Net)														
2003	8.5	9.5	10.2	9.3	9.8	9.8	9.5	8.1	8.1	-	-	5.6	11.8	70.0
2002	8.1	7.5	6.5	7.9	9.5	7.6	8.1	6.7	6.8	-	-	3.7	6.9	70.4
2001	8.1	9.7	8.5	10.2	9.3	10.2	10.7	6.9	6.8	-	-	3.4	11.8	54.9
2000	8.5	7.9	8.1	7.8	9.5	8.1	7.9	6.6	7.4	-	-	3.5	9.8	66.1
1999	8.4	8.7	9.2	8.5	8.9	9.1	8.9	6.7	6.2	-	-	4.2	12.9	58.3
Camper/RV														
2003	1.3	2.1	1.3	2.4	3.6	2.0	2.2	2.7	3.6	-	-	0.1	2.3	50.5
2002	1.3	1.4	0.8	1.6	3.5	1.3	1.5	1.6	2.2	-	-	0.4	1.9	56.2
2001	1.3	2.1	2.5	2.0	3.8	2.3	2.1	1.2	1.2	-	-	0.1	1.7	52.4
2000	1.4	1.5	0.4	2.0	3.6	1.5	1.9	1.8	2.5	-	-	0.1	1.7	51.9
1999	1.3	1.7	0.9	2.0	3.9	1.7	1.9	1.5	2.0	-	-	0.1	1.7	34.9

California Year End 2003

MAIN TRANSPORTATION

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Bus/Train														
2003	2.3	2.5	2.8	2.4	1.4	2.7	2.6	1.4	1.5	-	-	0.9	4.1	63.8
2002	2.4	2.1	1.9	2.1	1.8	2.1	2.1	1.7	2.2	-	-	1.4	2.6	71.8
2001	2.6	2.6	1.7	2.9	1.3	2.8	3.1	1.1	1.1	-	-	1.1	6.5	52.0
2000	2.8	2.0	1.6	2.2	1.2	2.2	2.4	1.3	1.0	-	-	1.2	5.4	81.8
1999	2.8	2.9	2.7	2.9	1.3	3.1	3.1	1.6	1.9	-	-	1.3	7.9	78.2
Miscellaneous														
2003	4.8	4.9	6.1	4.5	4.7	5.1	4.7	3.9	3.0	-	-	4.5	5.3	81.9
2002	4.4	4.1	3.7	4.2	4.3	4.2	4.5	3.5	2.4	-	-	2.0	2.4	75.5
2001	4.3	5.0	4.3	5.3	4.3	5.1	5.4	4.6	4.5	-	-	2.3	3.6	57.7
2000	4.3	4.3	6.1	3.7	4.7	4.5	3.6	3.6	3.9	-	-	2.2	2.7	65.8
1999	4.3	4.2	5.7	3.6	3.7	4.3	3.8	3.6	2.3	-	-	2.8	3.4	62.0

TRANSPORTATION RESERVATION TYPE (Began 2001)

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	44411	4271	1205	3066	2328	2922	2165	1349	901	2628	1217	792	763	
Unweighted 2002 Stay Base	50755	4707	1457	3250	2547	3113	2224	1594	1026	2834	1369	975	853	
Unweighted 2001 Stay Base	55782	5566	1704	3862	2978	3752	2721	1814	1141	3353	1714	997	1027	
Weighted 2003 Stay Base	98445	10118	2529	7589	4476	8167	6249	1951	1339	7438	1486	986	1549	
Weighted 2002 Stay Base	91742	9823	2678	7145	4347	7881	5916	1942	1229	7434	1443	1092	1801	
Weighted 2001 Stay Base	86796	9864	2669	7195	4256	7903	6003	1961	1193	7381	1634	1023	1534	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
No Reservation														
2003	58.8	57.3	47.7	60.5	43.1	64.0	66.1	29.2	34.3	68.8	6.8	15.0	46.9	61.2
2002	57.3	55.7	48.8	58.3	40.8	62.8	63.9	27.1	31.5	67.4	3.6	10.7	53.6	61.5
2001	56.4	55.5	41.8	60.6	40.5	62.9	66.1	25.6	32.5	67.2	3.8	10.8	47.4	54.5
Made Reservation (Net)														
2003	41.2	42.7	52.3	39.5	56.9	36.0	33.9	70.8	65.7	31.2	93.2	85.0	53.1	106.2
2002	42.7	44.3	51.2	41.7	59.2	37.2	36.1	72.9	68.5	32.6	96.4	89.3	46.4	112.4
2001	43.6	44.5	58.2	39.4	59.5	37.1	33.9	74.4	67.5	32.8	96.2	89.2	52.6	104.1
800 phone number														
2003	13.3	12.1	12.9	11.8	18.0	11.7	11.0	13.7	15.6	11.3	12.6	15.0	17.2	101.6
2002	14.8	12.9	12.1	13.1	19.3	13.1	12.6	12.0	15.6	12.4	12.4	13.0	12.7	102.6
2001	15.2	13.8	12.4	14.3	22.3	13.3	13.5	15.4	18.0	13.1	16.7	17.1	16.5	105.7
Corporate Travel Department														
2003	3.6	3.6	13.1	0.5	0.8	1.8	0.1	11.2	2.3	1.2	17.6	20.6	0.9	155.6
2002	4.1	4.3	13.7	0.8	0.8	2.5	0.8	11.8	1.0	1.6	20.1	18.4	1.9	165.3
2001	5.0	6.2	20.8	0.7	1.1	3.6	0.4	16.5	2.2	2.9	24.2	26.2	3.7	145.0

California Year End 2003

TRANSPORTATION RESERVATION TYPE (Began 2001)

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Travel Agent														
2003	2.9	3.2	4.9	2.6	3.4	1.7	1.7	9.3	6.6	0.7	12.4	12.0	4.8	142.3
2002	3.2	4.8	5.4	4.5	6.2	2.8	2.6	12.8	13.6	1.9	16.5	17.2	5.5	145.3
2001	3.8	3.9	6.0	3.1	4.7	1.9	1.5	12.0	11.1	0.9	15.9	13.6	4.6	118.3
Computer On-line														
2003	10.9	13.6	11.9	14.1	21.3	10.2	10.4	27.4	31.3	8.2	43.5	25.1	16.0	97.5
2002	9.4	11.7	10.5	12.1	18.8	8.0	8.7	26.6	28.5	6.5	41.5	31.1	14.3	112.0
2001	7.8	8.8	7.6	9.3	15.0	5.5	5.5	22.2	28.5	4.0	33.9	24.9	11.6	92.6
Other														
2003	10.6	10.3	9.5	10.5	13.5	10.5	10.7	9.2	9.8	9.9	7.0	12.3	14.3	90.5
2002	11.2	10.6	9.4	11.1	14.2	10.8	11.3	9.7	9.9	10.1	5.8	9.6	12.0	87.0
2001	11.8	11.9	11.4	12.1	16.4	12.8	13.0	8.2	7.6	12.0	5.5	7.3	16.3	84.4

ACCOMMODATION TYPE

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	77178	7427	2081	5346	5346	4666	3486	2761	1860	4138	2397	1686	1331	
Unweighted 2002 Stay Base	89725	8313	2500	5813	5813	5061	3688	3252	2125	4498	2721	2023	1466	
Unweighted 2001 Stay Base	102816	9967	2938	7029	7029	6244	4579	3723	2450	5423	3399	2100	1755	
Unweighted 2000 Stay Base	119755	1096	3460	7536	7536	6353	4486	4643	3050	5280	3869	2697	2291	
Unweighted 1999 Stay Base	143151	13604	4240	9364	9364	8094	5772	5510	3592	6591	4686	3330	2883	
Weighted 2003 Stay Base	134903	13418	3173	10245	10245	9616	7614	3802	2630	8952	2821	2111	2091	
Weighted 2002 Stay Base	128495	13197	3606	9591	9591	9440	7167	3757	2424	8756	2751	2223	2308	
Weighted 2001 Stay Base	127122	13758	3618	10140	10140	10215	7829	3543	2311	9066	3082	1974	2091	
Weighted 2000 Stay Base	132902	13505	3530	9976	9976	9441	7205	4064	2771	8250	3154	2210	2301	
Weighted 1999 Stay Base	129731	12605	3342	9263	9263	8851	6732	3754	2531	7677	2961	2138	2356	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Paid Accommodations (Net)														
2003	62.6	63.9	83.7	57.8	57.8	64.7	60.1	62.0	51.0	62.9	63.2	100.0	66.1	124.3
2002	62.7	64.3	80.5	58.2	58.2	64.4	59.1	64.0	55.6	63.4	67.9	100.0	67.5	127.9
2001	61.6	59.9	80.5	52.5	52.5	59.4	53.6	61.2	48.6	60.0	61.7	100.0	62.6	121.8
2000	63.5	61.4	81.2	54.4	54.4	62.0	56.5	60.1	49.1	60.2	65.7	100.0	66.2	120.0
1999	62.9	62.7	82.0	55.7	55.7	62.4	56.7	63.5	53.0	61.2	66.6	100.0	65.4	115.6
Paid Hotel/Motel														
2003	52.8	51.6	76.8	43.8	43.8	50.1	43.4	55.5	45.1	51.3	59.2	100.0	52.6	131.1
2002	52.8	52.3	71.9	45.0	45.0	49.6	43.4	59.2	49.7	51.5	64.5	100.0	55.0	134.3
2001	52.7	49.8	74.4	41.0	41.0	47.7	40.6	55.7	42.3	50.7	57.9	100.0	50.9	128.6
2000	53.4	50.3	76.0	41.2	41.2	48.5	40.8	54.4	42.3	49.8	61.5	100.0	52.5	128.8
1999	52.5	50.3	74.8	41.5	41.5	47.5	40.0	57.0	45.3	49.0	62.6	100.0	52.6	123.2

ACCOMMODATION TYPE
Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Paid Non-Hotel/Motel															
2003	9.9	12.3	6.9	14.0	14.0	14.6	16.7	6.4	6.0	11.6	4.0	-	13.5	80.3	
2002	9.9	12.0	8.6	13.2	13.2	14.8	15.7	4.9	6.0	11.9	3.4	-	12.4	89.7	
2001	8.9	10.1	6.2	11.5	11.5	11.7	13.0	5.5	6.3	9.3	3.8	-	11.6	80.7	
2000	10.1	11.2	5.2	13.3	13.3	13.5	15.7	5.7	6.8	10.4	4.2	-	13.7	76.1	
1999	10.4	12.4	7.2	14.3	14.3	14.9	16.7	6.5	7.7	12.3	4.0	-	12.9	76.2	
Non-Paid Accommodations															
2003	35.0	34.3	13.4	40.7	40.7	33.5	38.3	36.3	47.9	35.4	34.5	-	32.3	42.1	
2002	34.6	32.9	13.5	40.2	40.2	33.2	39.3	32.2	42.9	34.9	28.5	-	30.3	46.3	
2001	35.9	36.9	12.8	45.5	45.5	37.3	44.3	35.7	49.5	37.8	35.4	-	35.4	39.3	
2000	34.3	36.2	14.8	43.8	43.8	35.8	41.8	37.2	48.8	38.3	31.5	-	32.9	43.0	
1999	34.6	35.0	13.9	42.6	42.6	35.3	41.5	34.4	45.4	36.8	30.7	-	33.4	41.5	
Other Overnight															
2003	2.4	1.8	2.9	1.5	1.5	1.8	1.6	1.7	1.1	1.7	2.4	-	1.7	78.3	
2002	2.8	2.8	5.9	1.6	1.6	2.4	1.6	3.8	1.5	1.7	3.5	-	2.2	33.7	
2001	2.5	3.2	6.7	2.0	2.0	3.3	2.1	3.1	1.9	2.2	2.9	-	2.0	61.4	
2000	2.3	2.4	4.0	1.8	1.8	2.2	1.7	2.7	2.1	1.5	2.8	-	0.9	85.1	
1999	2.5	2.3	4.1	1.7	1.7	2.4	1.7	2.2	1.6	2.0	2.7	-	1.1	98.2	

ACCOMMODATION TYPE - PAID HOTEL/MOTEL
Person-Trips Based

		California Travel												
	Total U.S.	Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(\\$)
High-End														
2003	16.3	21.8	37.3	17.0	17.0	20.0	16.5	26.4	18.3	19.1	35.6	47.5	22.7	155.9
2002	16.0	23.0	38.7	17.0	17.0	21.1	16.8	27.6	17.6	20.0	39.2	46.6	22.6	156.2
2001	15.6	21.2	37.1	15.5	15.5	18.9	15.5	27.7	15.7	18.7	34.5	49.7	21.1	153.0
2000	15.2	19.1	36.7	12.8	12.8	16.5	12.3	25.0	14.2	15.4	34.0	46.0	20.4	159.2
1999	14.3	19.1	35.5	13.2	13.2	16.9	12.9	24.3	14.2	15.3	33.4	42.7	20.7	153.0
Mid-Level														
2003	18.1	16.2	24.2	13.8	13.8	16.2	13.8	16.4	13.7	16.9	16.1	29.5	15.5	118.5
2002	17.7	15.5	19.6	14.0	14.0	14.9	13.5	17.1	15.5	16.1	15.3	28.9	18.7	124.0
2001	18.6	15.7	21.8	13.5	13.5	15.7	13.3	15.8	14.1	17.0	15.2	28.3	16.3	114.5
2000	18.4	16.9	23.3	14.6	14.6	17.5	15.1	15.3	13.1	17.9	17.4	28.1	17.6	115.9
1999	18.7	17.2	23.4	15.0	15.0	17.0	14.9	17.8	15.4	18.4	18.8	31.2	18.4	112.9
Economy														
2003	17.0	12.0	12.0	12.0	12.0	12.7	12.1	10.1	11.6	14.3	5.1	18.3	12.2	95.9
2002	17.3	12.1	10.3	12.8	12.8	11.7	11.8	13.3	15.7	14.0	8.4	22.5	12.0	98.9
2001	16.9	11.5	13.4	10.8	10.8	12.0	10.9	9.9	10.6	13.9	6.0	17.7	12.0	96.0
2000	18.3	13.1	12.7	13.2	13.2	13.3	12.8	12.4	14.2	15.6	7.8	22.8	13.3	94.0
1999	17.8	12.6	13.2	12.3	12.3	12.2	11.4	13.3	14.9	14.4	8.0	23.4	12.3	87.8
Other Hotel/Motel														
2003	1.4	1.6	3.3	1.1	1.1	1.2	0.9	2.6	1.5	1.1	2.5	4.7	2.1	-
2002	1.7	1.7	3.2	1.1	1.1	1.9	1.2	1.1	0.9	1.5	1.5	1.9	1.8	-
2001	1.6	1.4	2.0	1.2	1.2	1.0	1.0	2.4	1.9	1.1	2.2	4.3	1.5	-
2000	1.5	1.3	3.2	0.6	0.6	1.1	0.6	1.7	0.8	0.9	2.2	3.1	1.3	-
1999	1.7	1.4	2.8	0.9	0.9	1.3	0.9	1.6	0.8	1.0	2.4	2.7	1.1	-

ACCOMMODATION TYPE - PAID NON-HOTEL/MOTEL
Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
Apartment/Condo/Home															
2003	1.8	1.4	0.8	1.6	1.6	1.5	1.7	1.3	1.4	1.7	0.6	-	1.8	87.3	
2002	1.9	1.5	0.9	1.8	1.8	2.0	2.2	0.4	0.5	2.0	0.3	-	0.8	129.6	
2001	1.5	1.1	0.8	1.2	1.2	1.2	1.3	0.8	0.7	1.4	0.5	-	1.0	104.7	
2000	1.8	1.2	0.3	1.5	1.5	1.5	1.8	0.6	0.7	1.4	0.6	-	1.7	98.3	
1999	0.9	1.0	0.5	1.2	1.2	1.2	1.3	0.6	0.8	1.3	0.5	-	0.7	91.5	
Bed & Breakfast															
2003	0.7	0.9	0.7	0.9	0.9	1.0	1.1	0.7	0.5	1.0	0.8	-	1.7	175.5	
2002	0.7	1.1	0.4	1.4	1.4	1.3	1.6	0.5	0.7	1.4	0.7	-	2.3	167.9	
2001	0.8	1.2	0.5	1.4	1.4	1.4	1.6	0.6	0.7	1.5	0.6	-	2.5	167.1	
2000	1.0	1.6	0.6	1.9	1.9	1.9	2.3	0.8	0.8	1.8	1.0	-	3.0	167.5	
1999	1.0	1.6	0.8	1.9	1.9	1.8	2.0	1.0	1.4	1.8	1.0	-	2.5	156.9	
Ship															
2003	0.4	0.4	0.1	0.5	0.5	0.4	0.5	0.3	0.5	0.1	0.2	-	0.3	166.0	
2002	0.5	0.5	0.1	0.7	0.7	0.5	0.7	0.5	0.7	0.2	0.4	-	0.3	178.1	
2001	0.3	0.5	0.2	0.6	0.6	0.4	0.5	0.8	1.1	0.2	0.8	-	0.3	149.6	
2000	0.4	0.3	0.1	0.4	0.4	0.3	0.4	0.3	0.3	0.2	0.2	-	0.2	107.1	
1999	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.6	0.7	0.1	0.3	-	0.3	133.7	
Timeshare															
2003	0.9	1.2	0.5	1.4	1.4	1.3	1.4	0.8	1.1	1.3	0.8	-	2.0	93.9	
2002	0.9	1.1	0.6	1.3	1.3	1.2	1.3	0.9	1.3	1.5	0.6	-	1.4	80.9	
2001	0.8	0.8	0.2	1.0	1.0	0.9	1.1	0.7	0.9	1.0	0.7	-	1.3	102.2	
2000	0.9	0.9	0.3	1.1	1.1	1.0	1.2	0.7	0.9	1.0	0.5	-	2.0	97.7	
1999	1.3	1.1	0.3	1.4	1.4	1.2	1.5	0.7	1.0	1.4	0.5	-	1.3	98.3	
Other Paid Non-Hotel/Motel															
2003	6.0	8.4	4.7	9.6	9.6	10.4	12.1	3.4	2.5	7.6	1.6	-	7.6	58.9	
2002	5.9	7.7	6.6	8.1	8.1	9.7	9.9	2.6	2.8	6.9	1.4	-	7.6	61.2	
2001	5.4	6.5	4.5	7.3	7.3	7.9	8.5	2.7	3.0	5.2	1.2	-	6.6	52.3	
2000	6.1	7.2	4.0	8.3	8.3	8.9	10.0	3.4	4.1	6.0	1.9	-	6.8	49.2	
1999	6.8	8.4	5.4	9.5	9.5	10.5	11.7	3.6	3.8	7.7	1.7	-	8.0	52.6	

ACCOMMODATION TYPE - NON-PAID ACCOMMODATIONS

Person-Trips Based

	Total U.S.	California Travel													Avg \$ No tran (\$)
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr		
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Apartment/Condo/Home															
2003	28.6	29.0	9.9	34.9	34.9	28.9	33.5	29.1	38.6	30.5	29.9	-	26.9	42.0	
2002	28.4	27.4	10.6	33.7	33.7	27.1	32.5	28.1	37.4	29.1	25.1	-	23.9	46.6	
2001	28.8	30.3	9.4	37.8	37.8	30.9	37.0	28.8	40.8	31.4	30.5	-	28.8	40.0	
2000	26.8	29.3	12.0	35.4	35.4	29.4	34.5	29.0	37.8	32.1	24.8	-	26.0	43.2	
1999	24.0	25.5	8.8	31.5	31.5	26.0	31.2	24.1	32.2	27.5	22.4	-	24.4	41.8	
Timeshare															
2003	0.2	0.3	*	0.4	0.4	0.4	0.5	0.2	0.3	0.5	*	-	0.7	55.7	
2002	0.2	0.4	0.1	0.5	0.5	0.5	0.6	0.1	0.2	0.6	0.1	-	1.1	89.4	
2001	0.3	0.2	0.1	0.3	0.3	0.3	0.4	0.1	0.2	0.3	0.1	-	0.3	54.3	
2000	0.2	0.3	0.1	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	-	0.3	75.4	
1999	0.3	0.2	0.1	0.3	0.3	0.3	0.3	0.1	0.2	0.3	0.2	-	0.3	71.2	
Other Non-Paid Accommodations															
2003	4.7	3.9	3.5	4.0	4.0	3.2	2.9	5.7	7.1	3.3	3.5	-	4.2	42.0	
2002	4.5	4.2	2.8	4.7	4.7	4.8	5.1	2.9	3.6	4.5	2.0	-	4.4	39.9	
2001	4.6	4.4	3.4	4.7	4.7	4.5	4.9	3.9	4.1	4.1	3.2	-	5.4	33.0	
2000	3.7	3.2	1.8	3.8	3.8	3.2	3.5	3.4	4.6	3.2	1.8	-	3.9	36.9	
1999	3.0	3.5	3.1	3.6	3.6	3.8	3.8	2.7	3.0	3.3	1.6	-	3.1	33.6	
Unspecified Non-Paid Accommodations															
2003	1.4	1.1	*	1.5	1.5	1.1	1.3	1.3	1.9	1.2	1.0	-	0.5	66.5	
2002	1.4	0.9	-	1.2	1.2	0.8	1.1	1.1	1.7	0.7	1.4	-	0.9	-	
2001	2.1	1.9	-	2.6	2.6	1.6	2.1	2.8	4.4	2.0	1.6	-	0.8	32.0	
2000	3.5	3.4	0.9	4.3	4.3	2.9	3.6	4.4	6.0	2.6	4.5	-	2.7	46.2	
1999	7.3	5.8	1.9	7.2	7.2	5.1	6.2	7.5	10.0	5.7	6.5	-	5.6	43.9	

SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrmt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2003 Stay Base	32793	3072	980	2092	2091	1929	1355	1143	737	1727	985	797	597	
Unweighted 2002 Stay Base	37659	3580	1164	2416	2416	2173	1529	1407	887	1962	1147	1014	682	
Unweighted 2001 Stay Base	43252	4261	1427	2834	2826	2654	1882	1607	952	2388	1461	1076	836	
Unweighted 2000 Stay Base	51461	4733	1556	3177	3176	2780	1952	1953	1225	2310	1705	1285	923	
Unweighted 1999 Stay Base	60260	5731	1838	3893	3893	3464	2456	2267	1437	2820	1995	1505	1157	
Weighted 2003 Stay Base	58482	5648	1569	4078	4077	4046	2998	1602	1081	3792	1185	1026	939	
Weighted 2002 Stay Base	54893	5664	1584	4080	4080	4064	3062	1600	1018	3769	1222	1142	1072	
Weighted 2001 Stay Base	54609	5842	1757	4085	4063	4187	3112	1654	973	3893	1415	1092	1043	
Weighted 2000 Stay Base	58925	6026	1535	4491	4491	4201	3279	1825	1212	3702	1470	1070	997	
Weighted 1999 Stay Base	56168	5611	1508	4103	4103	3968	3012	1642	1091	3441	1361	1003	935	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Total Urban (Net)														
2003	45.8	52.3	65.1	47.3	47.3	45.8	40.2	68.6	67.1	46.9	72.0	72.9	58.8	103.7
2002	45.5	52.7	67.0	47.1	47.1	47.1	43.5	67.0	57.9	48.8	74.0	73.7	53.2	113.0
2001	46.9	53.6	66.6	48.0	48.3	47.4	44.1	69.2	60.4	48.9	73.7	74.2	54.6	102.0
2000	45.4	55.7	70.3	50.7	50.7	51.3	47.6	65.7	59.0	51.9	74.1	72.3	56.4	103.3
1999	45.1	50.6	63.6	45.8	45.8	45.7	41.9	62.4	56.7	45.7	71.3	68.5	53.4	100.1
Total Rural (Net)														
2003	41.2	35.5	26.7	38.9	38.9	41.3	45.8	20.9	19.7	41.9	16.8	21.5	32.5	84.2
2002	41.2	35.0	23.4	39.4	39.4	41.0	44.2	19.5	25.0	39.6	14.9	18.6	36.0	84.6
2001	41.0	33.8	24.9	37.6	37.2	38.7	41.0	21.3	26.7	38.7	15.1	19.2	31.6	83.4
2000	41.5	33.0	20.3	37.3	37.3	36.3	40.0	25.3	30.0	37.0	17.6	21.7	34.4	81.9
1999	41.7	36.8	26.6	40.5	40.5	40.8	43.7	27.1	31.7	41.8	19.6	25.1	35.7	77.8
Total Other (Net)														
2003	13.0	12.2	8.2	13.8	13.8	12.9	14.0	10.5	13.2	11.2	11.2	5.6	8.7	99.8
2002	13.2	12.4	9.6	13.4	13.4	11.9	12.2	13.5	17.1	11.6	11.0	7.7	10.7	88.4
2001	12.1	12.7	8.5	14.4	14.5	13.9	14.9	9.6	12.9	12.4	11.1	6.7	13.9	87.3
2000	13.1	11.4	9.4	12.0	12.0	12.4	12.4	9.0	11.1	11.1	8.3	6.0	9.2	74.1
1999	13.2	12.6	9.8	13.7	13.7	13.5	14.4	10.5	11.6	12.4	9.2	6.4	10.9	74.9

SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Total Urban (Net)														
2003	45.8	52.3	65.1	47.3	47.3	45.8	40.2	68.6	67.1	46.9	72.0	72.9	58.8	103.7
2002	45.5	52.7	67.0	47.1	47.1	47.1	43.5	67.0	57.9	48.8	74.0	73.7	53.2	113.0
2001	46.9	53.6	66.6	48.0	48.3	47.4	44.1	69.2	60.4	48.9	73.7	74.2	54.6	102.0
2000	45.4	55.7	70.3	50.7	50.7	51.3	47.6	65.7	59.0	51.9	74.1	72.3	56.4	103.3
1999	45.1	50.6	63.6	45.8	45.8	45.7	41.9	62.4	56.7	45.7	71.3	68.5	53.4	100.1
Downtown														
2003	21.0	23.1	38.2	17.3	17.3	21.0	14.7	28.4	24.4	19.8	31.9	39.9	27.4	131.9
2002	20.4	24.7	34.1	21.1	21.1	22.9	20.0	29.3	24.6	23.4	33.8	37.0	31.2	139.6
2001	19.6	23.2	35.5	17.9	18.0	20.0	16.4	31.3	22.7	20.7	32.3	39.5	25.1	134.0
2000	18.5	22.4	34.6	18.2	18.2	20.9	17.4	25.9	20.5	20.6	29.6	38.1	26.7	136.2
1999	18.2	20.4	32.0	16.1	16.1	18.3	14.6	25.5	20.3	17.6	29.6	37.0	26.0	130.9
Suburban														
2003	21.8	25.8	20.6	27.8	27.8	22.2	23.3	34.8	40.2	24.7	32.3	24.5	25.8	75.9
2002	22.2	24.1	25.4	23.5	23.5	22.1	21.9	29.0	28.4	24.0	28.7	24.9	18.8	84.7
2001	24.2	26.7	22.1	28.7	28.9	24.6	27.0	32.2	34.3	25.9	32.6	26.9	27.4	74.9
2000	24.2	30.0	28.5	30.5	30.5	27.6	28.4	35.5	36.4	29.3	37.3	27.4	27.7	78.9
1999	24.3	26.7	22.8	28.2	28.2	24.8	25.9	31.5	34.5	26.6	33.0	23.0	25.0	74.5
Airport														
2003	3.0	3.4	6.2	2.3	2.3	2.5	2.2	5.5	2.5	2.4	7.9	8.5	5.6	150.8
2002	2.9	3.9	7.5	2.5	2.5	2.0	1.7	8.7	4.9	1.4	11.6	11.8	3.2	132.7
2001	3.0	3.7	9.0	1.4	1.4	2.9	0.7	5.7	3.5	2.3	8.8	7.7	2.1	137.0
2000	2.8	3.3	7.1	2.0	2.0	2.8	1.9	4.3	2.0	2.0	7.2	6.8	2.0	132.0
1999	2.6	3.5	8.8	1.5	1.5	2.6	1.4	5.5	1.9	1.5	8.7	8.5	2.4	135.8

SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

	Total U.S. (%)	California Travel													Avg \$ No tran (\$)
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)		
Total Rural (Net)															
2003	41.2	35.5	26.7	38.9	38.9	41.3	45.8	20.9	19.7	41.9	16.8	21.5	32.5	84.2	
2002	41.2	35.0	23.4	39.4	39.4	41.0	44.2	19.5	25.0	39.6	14.9	18.6	36.0	84.6	
2001	41.0	33.8	24.9	37.6	37.2	38.7	41.0	21.3	26.7	38.7	15.1	19.2	31.6	83.4	
2000	41.5	33.0	20.3	37.3	37.3	36.3	40.0	25.3	30.0	37.0	17.6	21.7	34.4	81.9	
1999	41.7	36.8	26.6	40.5	40.5	40.8	43.7	27.1	31.7	41.8	19.6	25.1	35.7	77.8	
Highway															
2003	11.1	6.9	6.5	7.0	7.0	6.8	6.9	6.9	7.2	8.4	2.8	10.8	4.2	97.8	
2002	11.3	6.2	6.9	5.9	5.9	6.2	5.6	6.1	6.6	6.5	4.4	8.4	4.8	103.6	
2001	11.7	7.4	9.3	6.7	6.7	7.7	6.3	6.8	7.6	8.4	4.1	9.9	4.5	103.6	
2000	10.9	7.6	7.9	7.5	7.5	7.7	7.5	7.6	7.6	8.1	4.8	11.7	7.1	102.5	
1999	10.7	6.9	9.7	5.8	5.8	6.2	5.1	8.5	7.8	7.2	5.5	12.2	7.8	99.1	
Small Town															
2003	27.8	24.7	18.9	27.0	27.0	29.4	32.6	13.0	11.5	28.7	12.7	10.0	21.9	81.4	
2002	27.8	25.8	14.3	30.3	30.3	31.0	34.6	12.6	17.3	30.2	10.3	9.9	27.5	83.4	
2001	26.8	22.9	14.6	26.5	26.3	26.9	29.4	13.0	17.4	27.3	9.6	8.3	22.3	79.1	
2000	28.2	21.4	10.8	24.9	24.9	24.4	27.5	14.4	18.0	24.9	10.9	9.0	23.7	81.8	
1999	28.7	26.7	15.9	30.7	30.7	30.9	34.0	16.8	21.7	31.4	13.0	12.5	26.0	75.6	
Government Park															
2003	2.3	3.9	1.3	4.9	4.9	5.1	6.2	1.0	1.1	4.8	1.2	0.7	6.4	68.1	
2002	2.1	3.0	2.2	3.3	3.3	3.8	4.0	0.8	1.1	2.9	0.2	0.3	3.8	61.0	
2001	2.5	3.4	1.0	4.4	4.2	4.1	5.2	1.4	1.7	3.1	1.4	1.0	4.8	72.8	
2000	2.4	4.0	1.5	4.8	4.8	4.3	5.0	3.3	4.3	3.9	1.8	1.1	3.6	45.6	
1999	2.3	3.2	0.9	4.0	4.0	3.8	4.6	1.7	2.2	3.3	1.0	0.4	1.9	54.8	

METHOD OF PAYMENT FOR ROOM
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	61419	5923	1900	4023	4021	3739	2663	2184	1360	3356	1867	1634	1114	
Unweighted 2002 Stay Base	71138	6578	2202	4376	4375	4043	2843	2535	1533	3656	2123	1956	1210	
Unweighted 2001 Stay Base	79643	7590	2537	5053	5044	4814	3402	2776	1651	4203	2566	2051	1374	
Unweighted 2000 Stay Base	84789	7623	2921	4702	4699	4500	2942	3123	1760	3694	2718	2597	1639	
Unweighted 1999 Stay Base	99779	9460	3563	5897	5890	5652	3754	3808	2143	4542	3312	3188	2074	
Weighted 2003 Stay Base	107034	10810	2911	7900	7899	7789	5934	3021	1965	7288	2187	2060	1751	
Weighted 2002 Stay Base	101115	10541	3162	7378	7378	7623	5599	2918	1779	7129	2162	2171	1934	
Weighted 2001 Stay Base	98605	10504	3074	7430	7408	7849	5868	2655	1562	6987	2401	1941	1674	
Weighted 2000 Stay Base	88338	8748	2909	5840	5840	6159	4318	2590	1521	5252	2181	2141	1571	
Weighted 1999 Stay Base	84685	8263	2713	5549	5549	5703	4039	2559	1510	4889	2075	2071	1605	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Cash/Check														
2003	22.2	20.5	12.6	23.4	23.4	23.7	26.4	12.3	14.2	22.6	5.1	8.2	19.5	75.9
2002	21.4	18.5	14.1	20.4	20.4	21.7	22.6	10.1	13.5	20.2	5.0	7.8	20.9	83.8
2001	21.5	17.8	10.4	20.9	20.9	20.7	22.8	9.4	13.7	19.1	4.8	7.3	19.7	76.4
2000	27.4	25.0	14.4	30.3	30.3	28.7	33.2	16.1	22.0	28.7	8.5	11.4	28.6	73.8
1999	30.2	27.4	15.0	33.4	33.4	31.8	36.5	17.5	25.2	31.8	9.4	11.0	27.2	69.4
Credit Card														
2003	52.5	54.4	62.9	51.3	51.3	53.0	49.9	58.0	55.5	53.3	64.4	77.1	56.8	129.6
2002	53.6	56.9	62.0	54.7	54.7	53.7	52.6	65.3	61.6	54.8	71.5	81.1	57.8	133.0
2001	53.8	55.8	63.4	52.7	52.6	52.7	50.7	65.0	60.3	55.2	64.5	80.1	55.7	126.1
2000	65.9	67.9	69.9	66.9	66.9	65.1	64.1	74.7	74.9	65.7	79.4	79.6	68.7	124.9
1999	64.0	67.0	69.7	65.6	65.6	63.6	62.6	74.4	73.8	64.9	79.1	80.2	69.9	119.8

METHOD OF PAYMENT FOR ROOM
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Company Direct Bill														
2003	3.3	3.8	13.1	0.4	0.4	2.5	0.2	7.2	0.9	2.1	8.7	10.3	1.0	130.2
2002	3.6	3.5	11.4	0.2	0.2	3.2	0.1	4.5	0.4	2.6	6.2	5.6	2.6	142.8
2001	3.9	4.6	15.3	0.2	0.2	3.8	0.1	7.0	0.6	3.4	9.5	8.7	1.1	122.7
2000	5.7	5.9	15.7	1.0	1.0	4.8	0.7	8.5	1.9	4.1	11.5	8.9	2.3	125.7
1999	5.8	5.7	15.4	0.9	0.9	4.6	0.9	8.1	1.0	3.4	11.5	8.7	3.0	117.1
Points/Miles (Began 2001)														
2003	0.6	0.6	0.1	0.8	0.8	0.6	0.8	0.7	1.0	0.7	0.7	0.8	0.8	97.1
2002	0.6	0.6	0.3	0.8	0.8	0.6	0.7	0.7	1.1	0.6	0.8	0.8	0.5	96.5
2001	0.3	0.3	0.3	0.3	0.3	0.2	0.1	0.5	0.7	0.2	0.6	0.6	0.4	133.9
Other/Free (Began 2001)														
2003	21.5	20.7	11.2	24.2	24.2	20.3	22.7	21.7	28.5	21.3	21.2	3.6	22.0	47.0
2002	20.9	20.5	12.3	24.0	24.0	20.8	24.1	19.4	23.5	21.9	16.4	4.7	18.2	51.4
2001	20.5	21.4	10.6	25.9	26.0	22.6	26.2	18.0	24.7	22.1	20.5	3.2	23.1	39.0

CREDIT CARD USED FOR ROOM

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	61419	5923	1900	4023	4021	3739	2663	2184	1360	3356	1867	1634	1114	
Unweighted 2002 Stay Base	71138	6578	2202	4376	4375	4043	2843	2535	1533	3656	2123	1956	1210	
Unweighted 2001 Stay Base	79643	7590	2537	5053	5044	4814	3402	2776	1651	4203	2566	2051	1374	
Unweighted 2000 Stay Base	84789	7623	2921	4702	4699	4500	2942	3123	1760	3694	2718	2597	1639	
Unweighted 1999 Stay Base	99779	9460	3563	5897	5890	5652	3754	3808	2143	4542	3312	3188	2074	
Weighted 2003 Stay Base	107034	10810	2911	7900	7899	7789	5934	3021	1965	7288	2187	2060	1751	
Weighted 2002 Stay Base	101115	10541	3162	7378	7378	7623	5599	2918	1779	7129	2162	2171	1934	
Weighted 2001 Stay Base	98605	10504	3074	7430	7408	7849	5868	2655	1562	6987	2401	1941	1674	
Weighted 2000 Stay Base	88338	8748	2909	5840	5840	6159	4318	2590	1521	5252	2181	2141	1571	
Weighted 1999 Stay Base	84685	8263	2713	5549	5549	5703	4039	2559	1510	4889	2075	2071	1605	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Credit Card (Net)														
2003	52.5	54.4	62.9	51.3	51.3	53.0	49.9	58.0	55.5	53.3	64.4	77.1	56.8	129.6
2002	53.6	56.9	62.0	54.7	54.7	53.7	52.6	65.3	61.6	54.8	71.5	81.1	57.8	133.0
2001	53.8	55.8	63.4	52.7	52.6	52.7	50.7	65.0	60.3	55.2	64.5	80.1	55.7	126.1
2000	65.9	67.9	69.9	66.9	66.9	65.1	64.1	74.7	74.9	65.7	79.4	79.6	68.7	124.9
1999	64.0	67.0	69.7	65.6	65.6	63.6	62.6	74.4	73.8	64.9	79.1	80.2	69.9	119.8
VISA														
2003	23.2	25.8	27.6	25.1	25.1	25.8	24.4	25.7	27.1	27.0	25.4	34.1	29.8	126.8
2002	23.3	27.2	25.9	27.8	27.8	27.4	27.9	26.8	27.4	27.6	28.6	32.8	31.0	128.6
2001	23.7	25.8	27.1	25.2	25.3	25.0	24.4	28.1	28.3	26.4	27.1	34.9	25.4	121.3
2000	29.6	32.6	30.5	33.7	33.7	32.0	32.7	34.1	36.5	33.5	33.2	36.6	33.7	122.6
1999	29.2	32.7	29.3	34.4	34.4	32.5	33.2	33.1	37.4	32.6	36.0	35.8	32.2	118.3
MasterCard														
2003	15.0	14.0	14.4	13.8	13.8	14.5	14.2	12.7	12.9	14.1	14.3	17.2	13.5	121.1
2002	15.3	14.7	13.8	15.0	15.0	14.6	15.1	14.8	15.0	15.4	15.0	18.5	13.1	135.2
2001	14.4	14.4	14.2	14.5	14.4	14.6	14.4	13.9	15.1	15.4	13.6	15.2	15.8	122.0
2000	16.4	15.6	12.7	17.1	17.1	16.2	17.3	14.4	16.6	15.7	16.2	15.0	16.6	115.6
1999	16.5	16.0	15.4	16.3	16.3	16.0	15.9	16.0	17.5	16.7	15.6	16.8	20.1	115.7

CREDIT CARD USED FOR ROOM
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
American Express														
2003	7.6	9.6	16.6	7.0	7.0	8.3	6.8	13.0	7.7	7.0	19.2	17.4	8.6	149.9
2002	8.0	9.7	17.0	6.6	6.6	7.7	5.5	15.0	10.0	7.2	20.4	19.1	8.9	151.4
2001	8.0	9.6	16.6	6.7	6.7	7.6	6.0	15.6	9.3	7.4	17.0	20.7	7.3	151.8
2000	9.6	11.7	20.3	7.5	7.5	10.2	6.9	15.4	9.2	9.4	19.6	17.8	9.2	148.2
1999	9.2	10.0	17.7	6.2	6.2	8.1	6.0	14.3	6.7	7.2	19.0	16.2	8.0	141.8
Discover Card														
2003	5.7	4.3	2.9	4.7	4.7	3.6	3.9	5.9	7.1	4.3	4.5	7.5	4.7	122.6
2002	6.0	4.6	3.9	4.9	4.9	3.6	3.7	7.2	8.5	4.2	5.8	8.8	4.6	111.2
2001	6.6	4.9	3.7	5.4	5.4	4.7	5.1	5.4	6.6	5.2	4.7	6.7	5.8	109.7
2000	8.2	6.0	3.4	7.3	7.3	5.5	6.5	7.2	9.6	5.9	7.3	7.3	7.4	107.7
1999	7.4	6.3	4.9	6.9	6.9	5.3	5.8	8.4	10.1	6.5	6.4	9.0	7.1	98.3
Diners Club Card									*	0.3	0.6	0.4	-	137.7
2003	0.4	0.3	0.8	0.2	0.2	0.4	0.2	0.3	*	0.3	0.6	0.4	-	137.7
2002	0.3	0.4	0.9	0.2	0.2	0.2	0.1	0.9	0.4	0.1	1.2	1.2	0.2	140.3
2001	0.5	0.6	1.1	0.4	0.4	0.5	0.4	1.2	0.5	0.4	1.2	1.5	1.1	116.4
2000	0.7	0.7	1.8	0.2	0.2	0.3	*	1.7	0.7	0.3	1.6	1.6	0.2	188.4
1999	0.6	0.7	1.3	0.4	0.4	0.5	0.4	1.2	0.6	0.5	1.4	1.4	1.0	163.1
Other Credit Card														
2003	0.5	0.5	0.6	0.4	0.4	0.5	0.4	0.5	0.6	0.5	0.5	0.4	0.1	123.4
2002	0.6	0.4	0.7	0.2	0.2	0.3	0.2	0.6	0.2	0.2	0.4	0.8	0.1	138.2
2001	0.5	0.5	0.7	0.4	0.4	0.4	0.4	0.9	0.4	0.3	0.9	0.9	0.2	119.9
2000	1.4	1.2	1.3	1.2	1.2	0.9	0.7	1.9	2.4	0.9	1.5	1.3	1.5	96.5
1999	1.1	1.2	1.0	1.4	1.4	1.2	1.3	1.4	1.5	1.4	0.7	1.0	1.4	105.2

ONE-WAY DISTANCE TRAVELED

Person-Trips Based

	Total U.S. (%)	California Travel											
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)
Unweighted 2003 Stay Base	112051	11007	2982	8025	5339	8098	6071	2909	1954	7010	2499	1675	1943
Unweighted 2002 Stay Base	127665	12267	3560	8707	5799	8824	6459	3443	2248	7670	2884	2005	2093
Unweighted 2001 Stay Base	143239	14305	4186	10119	7025	10327	7514	3978	2605	8756	3663	2097	2480
Unweighted 2000 Stay Base	151529	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780
Unweighted 1999 Stay Base	178869	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525
Weighted 2003 Stay Base	277310	29571	7691	21880	10237	25137	18822	4434	3058	22792	3009	2103	4865
Weighted 2002 Stay Base	267879	30756	8496	22260	9581	26421	19469	4335	2790	24197	3059	2213	5481
Weighted 2001 Stay Base	258358	29724	8163	21561	10138	25612	18872	4112	2689	23038	3435	1973	4605
Weighted 2000 Stay Base	257833	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407
Weighted 1999 Stay Base	252077	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1
<i>Average (miles)</i>													
2003	307	331	381	313	476	164	165	1274	1224	215	1279	1336	330
2002	304	321	403	290	465	167	167	1264	1152	209	1280	1343	334
2001	311	324	390	299	452	172	173	1276	1189	208	1167	1377	350
2000	332	354	400	336	502	170	171	1286	1213	204	1233	1411	437
1999	330	372	437	347	514	170	172	1321	1261	221	1244	1387	419
<i>Median (miles)</i>													
2003	145	168	171	162	220	136	136	1115	976	150	1257	1250	169
2002	148	162	174	155	241	136	136	1088	897	150	1246	1265	164
2001	156	174	174	172	236	150	150	1167	956	150	987	1366	171
2000	166	174	176	174	251	150	150	1135	975	151	1130	1388	174
1999	161	174	175	174	266	138	143	1265	1082	150	1221	1422	174

ONE-WAY DISTANCE TRAVELED

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
100 miles or Less														
2003	33.6	28.0	28.4	27.8	14.9	32.9	32.3	0.2	0.4	30.6	4.2	0.3	26.5	71.3
2002	32.9	27.0	26.1	27.3	13.4	31.3	31.2	0.9	0.7	29.4	2.5	-	25.5	79.3
2001	30.5	25.1	24.3	25.4	14.3	29.2	29.1	0.1	0.1	27.9	6.9	0.1	26.7	66.3
2000	28.3	24.0	25.5	23.4	13.0	28.7	27.8	0.1	0.1	28.2	4.2	*	20.7	68.1
1999	29.4	24.2	26.0	23.5	11.8	29.3	27.9	0.2	0.3	27.8	2.3	-	24.7	68.3
101-150 miles														
2003	17.9	18.5	16.7	19.1	15.0	21.7	22.2	0.3	0.5	20.7	1.1	0.4	18.4	86.8
2002	17.9	20.1	18.5	20.7	14.8	23.3	23.5	0.4	0.6	21.5	1.5	0.3	21.4	94.5
2001	17.9	19.5	18.6	19.8	12.6	22.6	22.6	*	*	22.5	0.7	*	18.5	77.0
2000	18.2	18.4	16.4	19.3	13.1	22.0	22.8	0.6	0.7	21.4	1.3	*	20.5	73.3
1999	18.1	20.1	17.7	21.0	14.5	24.4	25.0	0.2	0.1	22.8	1.6	0.2	17.4	76.3
151-250 miles														
2003	18.5	24.3	21.8	25.1	23.3	27.5	28.0	5.9	7.1	27.0	3.3	3.5	25.9	83.2
2002	19.0	23.7	22.5	24.2	22.8	26.5	26.5	6.9	7.8	27.2	2.3	2.6	22.5	83.3
2001	20.0	25.5	23.0	26.5	24.6	28.7	29.2	5.6	7.3	27.8	2.7	2.9	24.1	77.8
2000	20.1	26.5	24.2	27.5	23.8	30.5	31.4	6.4	6.8	30.3	2.8	2.3	23.4	72.9
1999	19.5	23.1	20.0	24.2	22.7	27.0	28.0	4.6	4.4	27.2	2.5	2.4	24.3	72.4
251-500 miles														
2003	14.4	16.4	16.4	16.4	25.1	15.9	15.3	19.1	22.6	16.0	23.3	17.5	16.9	87.9
2002	14.7	16.4	16.2	16.5	26.9	16.4	16.1	16.7	19.5	15.6	25.0	17.7	18.4	90.8
2001	15.7	16.8	17.3	16.6	27.7	16.8	16.1	17.1	20.3	15.6	25.5	13.5	16.6	82.0
2000	16.0	17.0	17.9	16.6	26.4	17.0	15.9	17.0	20.1	15.0	25.3	13.0	16.8	80.3
1999	15.6	17.2	17.5	17.1	27.0	17.0	16.3	17.8	21.0	15.7	26.9	15.7	14.9	82.5

ONE-WAY DISTANCE TRAVELED
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
501-750 miles														
2003	5.1	3.4	3.8	3.3	6.0	2.0	2.2	11.4	10.3	2.5	6.9	12.6	2.8	72.5
2002	5.3	3.8	3.4	4.0	6.3	2.5	2.7	11.7	13.0	3.5	8.2	11.8	2.6	87.4
2001	5.7	4.5	4.2	4.5	6.8	2.7	3.0	15.3	15.4	3.9	9.1	13.5	4.1	74.1
2000	5.9	3.5	2.8	3.8	6.4	1.8	2.1	12.2	12.7	2.6	8.2	13.4	3.6	87.9
1999	6.0	4.0	3.6	4.1	6.4	2.3	2.7	11.8	11.9	3.3	7.6	12.6	4.9	74.3
751-1000 miles														
2003	3.3	1.5	2.1	1.3	2.6	*	*	10.3	9.5	0.8	6.7	10.6	1.8	87.2
2002	3.3	1.7	1.8	1.6	3.3	0.1	*	11.4	12.6	1.1	6.5	10.2	1.7	72.8
2001	3.1	1.2	1.1	1.2	2.4	0.1	0.1	8.0	8.9	0.5	5.7	7.9	1.3	75.1
2000	3.7	1.7	1.8	1.7	3.2	*	*	10.4	10.6	0.8	7.1	10.9	2.1	88.9
1999	3.6	1.8	1.7	1.8	3.1	*	0.1	9.8	10.7	0.8	6.5	10.5	1.6	81.4
Over 1000 miles														
2003	7.2	7.9	10.7	6.9	13.2	-	-	52.7	49.6	2.4	54.5	55.0	7.7	105.7
2002	6.9	7.3	11.5	5.7	12.4	-	-	52.0	45.8	1.7	54.0	57.4	8.0	112.9
2001	7.0	7.5	11.3	6.0	11.6	-	-	53.9	48.0	1.7	49.5	62.0	8.7	103.1
2000	7.8	8.8	11.5	7.8	14.1	-	-	53.3	49.0	1.8	51.2	60.4	13.0	106.7
1999	7.9	9.7	13.6	8.3	14.5	-	-	55.5	51.6	2.3	52.5	58.7	12.1	99.9

ORIGIN REGION

Person-Trips Based

California Travel

	Total U.S.	California Travel												
	(%)	Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
Unweighted 2003 Stay Base	112235	11019	2986	8033	5342	8098	6071	2921	1962	7016	2505	1680	1944	
Unweighted 2002 Stay Base	127708	12267	3560	8707	5799	8824	6459	3443	2248	7670	2884	2005	2093	
Unweighted 2001 Stay Base	143340	14305	4186	10119	7025	10327	7514	3978	2605	8756	3663	2097	2480	
Unweighted 2000 Stay Base	151631	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178974	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277643	29582	7694	21889	10241	25137	18822	4445	3067	22799	3013	2107	4866	
Weighted 2002 Stay Base	267947	30756	8496	22260	9581	26421	19469	4335	2790	24197	3059	2213	5481	
Weighted 2001 Stay Base	258372	29724	8163	21561	10138	25612	18872	4112	2689	23038	3435	1973	4605	
Weighted 2000 Stay Base	257835	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252084	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
Pacific														
2003	15.4	86.8	83.6	87.9	77.8	100.0	100.0	11.9	13.5	93.3	33.1	9.7	86.9	81.2
2002	15.9	87.9	84.1	89.4	78.7	100.0	100.0	14.3	15.4	94.2	35.7	14.1	87.4	86.1
2001	16.5	87.9	84.2	89.3	80.5	100.0	100.0	12.4	14.1	94.8	38.7	10.7	86.0	74.8
2000	16.0	85.8	83.7	86.6	76.9	100.0	100.0	14.0	15.5	94.2	36.6	13.3	82.8	75.2
1999	15.2	85.0	80.9	86.5	77.1	100.0	100.0	14.4	16.2	93.8	36.2	13.7	83.1	74.6
Mountain														
2003	7.4	5.9	6.2	5.8	10.1	-	-	39.4	41.5	5.0	12.7	36.9	5.7	83.1
2002	7.2	5.2	4.5	5.5	10.3	-	-	36.9	43.7	4.5	10.6	31.7	5.2	87.6
2001	7.2	5.1	4.6	5.2	8.9	-	-	36.6	42.0	3.8	12.8	29.9	5.7	87.9
2000	7.0	6.1	5.2	6.4	10.3	-	-	36.8	40.6	4.7	12.8	29.8	4.7	82.3
1999	6.5	5.9	5.8	5.9	9.3	-	-	33.4	36.6	4.5	11.7	29.5	5.2	84.6

ORIGIN REGION
Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
South Atlantic														
2003	18.5	1.7	2.7	1.4	2.5	-	-	11.5	9.9	0.4	13.4	12.3	1.6	122.0
2002	18.1	1.8	3.0	1.3	2.4	-	-	12.4	10.3	0.3	14.1	11.8	1.9	106.3
2001	17.5	1.4	2.3	1.0	2.1	-	-	9.8	8.1	0.1	10.3	12.1	2.0	96.0
2000	18.0	1.9	2.8	1.5	2.7	-	-	11.2	9.4	0.2	12.3	12.5	2.6	107.1
1999	18.8	2.3	3.3	2.0	3.2	-	-	13.3	12.1	0.7	12.4	13.4	2.9	93.0
West South Central														
2003	11.0	1.4	2.4	1.1	2.1	-	-	9.6	7.9	0.5	9.6	11.1	1.2	112.1
2002	11.6	1.4	2.5	1.0	2.2	-	-	9.9	7.7	0.5	9.2	10.7	1.3	105.6
2001	11.8	1.6	2.4	1.3	2.5	-	-	11.8	10.7	0.6	9.8	14.5	1.6	96.4
2000	11.4	1.4	2.0	1.1	2.1	-	-	8.5	7.2	0.2	8.5	10.0	2.2	100.5
1999	11.5	1.5	2.4	1.2	2.3	-	-	8.8	7.6	0.3	8.8	9.5	1.6	90.4
Middle Atlantic														
2003	12.3	1.4	1.6	1.3	2.5	-	-	9.4	9.6	0.3	10.6	10.7	0.9	108.5
2002	12.0	1.0	1.6	0.7	1.7	-	-	6.9	6.0	0.1	8.4	8.4	1.1	119.2
2001	11.8	1.0	1.5	0.9	1.8	-	-	7.4	6.9	*	8.4	9.2	1.2	122.3
2000	12.2	1.6	2.2	1.3	2.3	-	-	9.4	8.2	0.2	10.1	10.6	2.5	111.5
1999	12.5	1.5	2.0	1.3	2.4	-	-	8.4	8.0	0.2	8.7	9.2	1.8	110.6
East North Central														
2003	16.4	1.3	1.5	1.2	2.6	-	-	8.7	8.8	0.2	10.5	9.3	1.8	99.2
2002	16.4	1.4	2.3	1.1	2.4	-	-	10.2	8.8	0.2	11.7	11.8	2.0	138.5
2001	16.5	1.5	2.2	1.2	2.4	-	-	10.9	9.9	0.4	10.1	11.5	2.1	110.3
2000	16.3	1.5	1.8	1.4	2.6	-	-	9.1	8.7	0.2	9.1	11.1	2.3	112.0
1999	16.3	1.9	2.5	1.6	3.0	-	-	10.7	10.1	0.3	11.4	12.6	2.7	115.5

ORIGIN REGION
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
West North Central														
2003	8.5	0.6	0.7	0.6	1.1	-	-	4.1	4.1	0.3	3.7	4.7	0.7	102.3
2002	8.4	0.6	0.7	0.5	1.2	-	-	4.0	4.1	0.1	3.8	4.2	0.4	75.3
2001	7.8	0.6	1.3	0.4	0.7	-	-	4.4	2.9	0.1	3.8	5.5	0.6	107.5
2000	8.2	0.7	0.9	0.7	1.2	-	-	4.3	4.1	0.1	4.2	5.0	0.9	104.7
1999	8.4	1.0	1.6	0.8	1.4	-	-	5.6	4.8	0.2	5.2	5.6	1.4	95.2
East South Central														
2003	5.7	0.4	0.8	0.3	0.4	-	-	2.7	1.8	0.1	2.6	2.8	0.3	112.2
2002	6.0	0.2	0.5	0.1	0.3	-	-	1.6	1.0	*	1.9	2.2	0.2	116.8
2001	6.2	0.4	0.8	0.2	0.3	-	-	2.6	1.5	0.1	2.4	3.0	0.4	115.9
2000	6.4	0.5	0.9	0.3	0.4	-	-	2.8	1.8	0.1	2.6	3.5	0.8	127.6
1999	6.1	0.5	0.8	0.3	0.6	-	-	2.7	2.0	0.1	2.5	3.2	0.7	100.2
New England														
2003	4.8	0.4	0.4	0.4	0.9	-	-	2.7	2.9	*	3.8	2.5	0.9	101.0
2002	4.5	0.5	0.9	0.4	0.8	-	-	3.7	2.9	0.1	4.5	5.0	0.4	132.6
2001	4.8	0.5	0.7	0.5	0.8	-	-	4.0	3.9	0.1	3.7	3.6	0.6	90.4
2000	4.6	0.7	0.5	0.7	1.3	-	-	4.0	4.4	0.1	3.7	4.3	1.1	108.4
1999	4.8	0.5	0.7	0.4	0.7	-	-	2.7	2.5	*	3.0	3.3	0.6	109.3

TOP ORIGIN STATES
Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrmt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Unweighted 2003 Stay Base	112235	11019	2986	8033	5342	8098	6071	2921	1962	7016	2505	1680	1944	
Unweighted 2002 Stay Base	127708	12267	3560	8707	5799	8824	6459	3443	2248	7670	2884	2005	2093	
Unweighted 2001 Stay Base	143340	14305	4186	10119	7025	10327	7514	3978	2605	8756	3663	2097	2480	
Unweighted 2000 Stay Base	151631	14051	4434	9617	7536	9146	6382	4905	3235	7629	4132	2697	2780	
Unweighted 1999 Stay Base	178974	17326	5326	12000	9364	11419	8135	5907	3865	9358	5018	3330	3525	
Weighted 2003 Stay Base	277643	29582	7694	21889	10241	25137	18822	4445	3067	22799	3013	2107	4866	
Weighted 2002 Stay Base	267947	30756	8496	22260	9581	26421	19469	4335	2790	24197	3059	2213	5481	
Weighted 2001 Stay Base	258372	29724	8163	21561	10138	25612	18872	4112	2689	23038	3435	1973	4605	
Weighted 2000 Stay Base	257835	27884	7846	20037	9976	23273	16859	4611	3179	21215	3528	2210	4407	
Weighted 1999 Stay Base	252084	26049	7087	18962	9263	21484	15914	4565	3048	19588	3336	2138	4642	
2003 Banner Volume (person-trips)	2796.7	299.9	76.7	223.3	104.8	254.6	191.8	45.3	31.4	239.8	31.7	21.4	47.1	
California														
2003	12.1	85.0	82.1	86.0	74.4	100.0	100.0	-	-	92.1	27.5	-	85.5	81.3
2002	12.8	85.9	81.8	87.5	74.8	100.0	100.0	-	-	93.1	27.6	-	85.5	86.4
2001	12.9	86.2	82.6	87.5	77.2	100.0	100.0	-	-	93.8	32.0	-	84.5	74.8
2000	12.2	83.5	81.7	84.1	72.2	100.0	100.0	-	-	92.9	29.8	-	80.5	74.7
1999	11.5	82.5	78.6	83.9	72.7	100.0	100.0	-	-	92.2	29.1	-	81.1	74.5
Nevada														
2003	0.6	2.2	2.0	2.3	3.0	-	-	14.6	16.3	2.1	2.0	11.2	2.7	90.9
2002	0.6	2.0	2.0	2.0	2.9	-	-	13.9	15.6	2.0	1.8	9.0	2.3	89.1
2001	0.6	1.8	1.2	2.0	2.9	-	-	13.2	16.4	1.8	1.0	6.9	2.9	89.2
2000	0.7	2.4	1.4	2.7	4.1	-	-	14.2	17.2	2.4	2.1	7.9	1.5	68.5
1999	0.6	1.9	1.6	2.1	2.8	-	-	11.1	12.8	1.9	1.6	7.5	1.3	79.0
Arizona														
2003	1.8	1.9	1.3	2.1	4.3	-	-	12.6	15.2	1.6	4.3	14.3	1.8	90.5
2002	1.5	1.6	1.0	1.7	3.8	-	-	11.0	13.9	1.3	3.5	12.0	1.4	98.6
2001	1.5	1.6	1.5	1.7	3.2	-	-	11.9	13.5	1.2	4.6	12.8	1.4	99.3
2000	1.6	1.9	1.9	2.0	3.2	-	-	11.7	12.3	1.5	3.6	10.0	1.4	89.2
1999	1.6	2.2	2.1	2.2	3.6	-	-	12.5	13.8	1.8	4.3	11.7	2.2	87.7

TOP ORIGIN STATES

Person-Trips Based

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
		(%)												
Texas														
2003	7.4	1.2	1.9	0.9	1.8	-	-	7.8	6.4	0.3	8.5	9.1	1.0	110.9
2002	7.8	1.1	2.1	0.8	1.8	-	-	8.1	6.3	0.4	7.8	9.6	0.9	113.9
2001	7.7	1.3	2.2	1.0	1.9	-	-	9.4	7.9	0.4	8.0	12.3	1.3	97.9
2000	7.3	1.1	1.8	0.9	1.6	-	-	6.8	5.4	0.2	6.9	8.7	1.8	108.5
1999	7.3	1.1	1.9	0.9	1.6	-	-	6.4	5.3	0.2	6.3	7.7	1.2	95.3
Oregon														
2003	1.4	1.0	0.5	1.1	2.2	-	-	6.4	8.1	0.8	1.7	4.1	0.3	76.2
2002	1.2	0.9	1.0	0.9	1.6	-	-	6.7	7.2	0.7	2.2	5.5	0.9	69.0
2001	1.4	0.9	0.7	1.0	1.6	-	-	6.4	7.7	0.7	2.4	5.1	0.8	62.9
2000	1.4	0.9	1.0	0.8	1.6	-	-	5.2	5.2	0.6	2.2	4.5	0.8	73.5
1999	1.6	1.3	1.2	1.3	2.3	-	-	7.2	8.0	1.0	2.1	6.5	1.1	63.2
Washington														
2003	2.0	0.8	1.0	0.8	1.3	-	-	5.5	5.4	0.4	3.9	5.6	1.1	82.5
2002	1.9	1.1	1.2	1.0	2.3	-	-	7.6	8.1	0.5	5.9	8.6	1.0	89.1
2001	2.2	0.8	0.9	0.8	1.6	-	-	6.0	6.4	0.3	4.4	5.6	0.7	86.0
2000	2.3	1.4	1.0	1.6	3.1	-	-	8.7	10.3	0.8	4.7	8.8	1.6	88.3
1999	2.1	1.3	1.1	1.3	2.1	-	-	7.2	8.2	0.6	5.0	7.2	0.8	88.5
Utah														
2003	1.0	0.6	1.0	0.5	1.1	-	-	4.3	3.7	0.5	1.7	5.0	0.6	75.0
2002	1.0	0.8	0.7	0.9	1.6	-	-	6.0	7.2	0.7	1.6	4.2	0.9	68.7
2001	1.1	0.5	0.6	0.5	1.1	-	-	3.9	4.1	0.4	1.4	3.4	0.2	80.4
2000	0.9	0.5	0.3	0.5	0.9	-	-	2.8	3.2	0.3	1.1	3.1	0.5	68.9
1999	0.9	0.4	0.4	0.4	0.8	-	-	2.4	2.6	0.3	1.5	2.5	0.5	74.8

TOP ORIGIN STATES

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Colorado														
2003	1.7	0.6	0.7	0.6	1.1	-	-	4.2	4.3	0.5	2.3	2.4	0.2	84.4
2002	1.7	0.4	0.4	0.4	0.9	-	-	2.9	3.2	0.2	2.4	3.5	0.4	92.0
2001	1.7	0.4	0.6	0.4	0.8	-	-	3.2	3.1	0.1	2.9	3.6	0.6	81.6
2000	1.6	0.8	0.9	0.7	1.2	-	-	4.6	4.4	0.4	3.4	5.0	0.6	102.1
1999	1.4	0.6	0.7	0.6	1.1	-	-	3.3	3.4	0.2	2.4	3.9	0.5	98.0
New York														
2003	5.3	0.6	0.5	0.6	1.3	-	-	4.1	4.6	0.1	5.3	4.6	0.5	108.9
2002	5.3	0.5	0.8	0.4	0.9	-	-	3.5	3.0	*	4.1	4.6	0.6	113.1
2001	5.3	0.5	0.5	0.5	1.0	-	-	3.6	4.2	*	4.1	3.5	0.7	108.9
2000	5.4	0.8	1.0	0.7	1.4	-	-	4.7	4.4	0.1	4.9	4.7	1.1	97.0
1999	5.5	0.8	1.0	0.8	1.4	-	-	4.7	4.7	0.1	5.0	4.6	1.1	116.1
Illinois														
2003	4.0	0.5	0.6	0.5	1.1	-	-	3.6	3.9	0.1	4.3	3.9	0.3	99.6
2002	4.1	0.7	0.8	0.6	1.3	-	-	4.8	5.0	0.1	5.2	5.8	1.2	156.8
2001	4.0	0.6	0.9	0.5	1.0	-	-	4.6	4.2	0.1	4.3	4.8	0.9	118.9
2000	4.0	0.5	0.7	0.4	0.7	-	-	2.8	2.4	0.1	2.9	3.3	0.9	121.6
1999	4.0	0.6	0.6	0.6	1.0	-	-	3.5	3.8	0.1	4.1	3.9	0.7	115.7
Pennsylvania														
2003	4.2	0.5	0.5	0.4	0.7	-	-	3.0	3.1	0.2	2.4	3.6	0.3	91.2
2002	4.0	0.3	0.3	0.2	0.5	-	-	1.9	1.9	*	2.4	1.9	0.3	124.4
2001	3.9	0.2	0.3	0.1	0.2	-	-	1.2	0.7	-	1.3	1.6	0.2	121.7
2000	4.1	0.3	0.4	0.3	0.5	-	-	2.0	1.9	*	2.2	2.4	0.6	120.6
1999	4.2	0.3	0.5	0.3	0.5	-	-	1.9	1.7	0.1	1.7	2.1	0.3	119.6

TOP ORIGIN STATES

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Florida														
2003	5.1	0.4	0.7	0.3	0.6	-	-	2.6	2.0	*	3.5	2.4	0.2	101.8
2002	5.0	0.5	1.1	0.3	0.5	-	-	3.4	2.1	0.3	2.2	2.0	0.3	87.3
2001	4.7	0.3	0.6	0.2	0.5	-	-	2.4	1.9	*	2.5	3.3	0.7	97.4
2000	5.0	0.5	0.6	0.5	0.8	-	-	3.2	3.0	0.1	3.3	2.6	0.8	103.3
1999	5.1	0.6	0.7	0.6	0.9	-	-	3.5	3.8	0.3	2.8	3.2	0.8	90.5
Georgia														
2003	2.8	0.4	0.3	0.4	0.5	-	-	2.3	2.6	0.2	2.2	1.2	0.7	93.8
2002	2.6	0.3	0.5	0.2	0.5	-	-	2.1	1.7	*	2.8	2.7	0.1	98.9
2001	2.8	0.2	0.3	0.2	0.4	-	-	1.8	1.7	*	1.7	1.9	0.4	71.2
2000	2.9	0.4	0.6	0.3	0.5	-	-	2.2	1.7	*	2.4	2.5	0.5	107.2
1999	3.0	0.3	0.6	0.3	0.4	-	-	1.9	1.6	0.1	1.7	1.8	0.4	92.7
New Jersey														
2003	2.7	0.4	0.6	0.3	0.5	-	-	2.3	1.9	-	3.0	2.5	0.1	127.8
2002	2.7	0.2	0.4	0.1	0.3	-	-	1.5	1.0	*	1.9	1.9	0.2	123.7
2001	2.6	0.4	0.7	0.2	0.5	-	-	2.6	2.0	*	3.0	4.1	0.3	146.4
2000	2.7	0.4	0.8	0.3	0.5	-	-	2.7	1.9	*	3.0	3.5	0.8	137.8
1999	2.8	0.3	0.5	0.2	0.5	-	-	1.8	1.5	*	2.1	2.5	0.4	96.0
New Mexico														
2003	0.8	0.3	1.0	0.1	0.2	-	-	2.2	0.7	0.2	1.4	2.5	0.1	97.4
2002	0.8	0.2	0.1	0.2	0.5	-	-	1.5	1.9	0.2	0.7	1.4	0.1	75.1
2001	0.8	0.4	0.3	0.4	0.6	-	-	2.8	3.2	0.2	1.7	1.4	0.3	64.5
2000	0.8	0.3	0.5	0.2	0.3	-	-	1.6	1.2	0.1	1.6	1.8	0.2	100.8
1999	0.7	0.3	0.4	0.3	0.5	-	-	1.8	1.7	0.2	0.9	2.1	0.3	89.8

TOP ORIGIN STATES

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
North Carolina														
2003	3.2	0.3	0.4	0.3	0.5	-	-	2.2	2.3	0.2	1.8	2.8	0.2	150.8
2002	3.2	0.2	0.2	0.2	0.5	-	-	1.6	1.9	-	2.3	1.2	0.2	86.4
2001	3.1	0.1	0.2	0.1	0.2	-	-	0.8	0.7	*	0.9	1.1	0.1	101.3
2000	2.9	0.2	0.3	0.2	0.5	-	-	1.5	1.5	*	1.8	2.2	0.3	96.2
1999	3.2	0.3	0.3	0.3	0.4	-	-	1.8	2.1	0.1	1.9	1.0	0.5	69.1
Virginia														
2003	2.7	0.3	0.6	0.2	0.4	-	-	1.9	1.3	*	2.6	2.4	0.2	127.7
2002	2.9	0.3	0.6	0.2	0.4	-	-	2.1	1.5	-	2.8	3.0	0.2	116.2
2001	2.7	0.3	0.6	0.2	0.3	-	-	1.9	1.2	*	2.2	2.6	0.2	107.6
2000	2.6	0.3	0.6	0.2	0.4	-	-	1.9	1.2	*	2.0	2.4	0.3	109.7
1999	2.7	0.4	0.8	0.2	0.5	-	-	2.2	1.4	*	2.7	2.8	0.4	100.4
Ohio														
2003	4.0	0.3	0.5	0.2	0.5	-	-	1.9	1.5	*	2.2	2.4	0.5	122.4
2002	4.0	0.3	0.6	0.2	0.4	-	-	2.3	1.7	*	2.8	2.6	0.3	134.3
2001	3.9	0.4	0.6	0.3	0.5	-	-	2.7	2.3	0.1	2.5	3.3	0.4	124.4
2000	4.1	0.5	0.5	0.4	0.8	-	-	2.8	2.8	0.1	2.5	3.3	0.6	111.7
1999	4.3	0.4	0.5	0.3	0.6	-	-	2.2	2.0	0.1	2.2	3.2	0.4	119.8
Maryland														
2003	2.0	0.3	0.6	0.1	0.3	-	-	1.7	0.9	-	2.5	2.6	0.2	147.5
2002	1.8	0.2	0.4	0.1	0.2	-	-	1.3	0.8	*	1.6	1.8	0.2	134.1
2001	1.8	0.2	0.4	0.1	0.2	-	-	1.3	0.7	-	1.5	1.9	0.3	132.0
2000	1.8	0.2	0.4	0.1	0.3	-	-	1.2	0.9	*	1.5	1.5	0.4	124.7
1999	1.8	0.3	0.5	0.2	0.3	-	-	1.5	1.1	*	1.5	2.2	0.4	120.1

TOP ORIGIN STATES

Person-Trips Based

California Travel

	Total U.S. (%)	California Travel												
		Total (%)	Busns (%)	Leisr (%)	Ovrnt Lei (%)	Total Res (%)	Leisr Res (%)	Total N-Res (%)	Leisr N-Res (%)	Auto (%)	Air (%)	N-Res Hotel (%)	Cultr (%)	Avg \$ No tran (\$)
Michigan														
2003	3.8	0.2	0.3	0.2	0.4	-	-	1.6	1.5	*	2.0	1.7	0.6	92.0
2002	3.6	0.2	0.4	0.1	0.3	-	-	1.5	1.0	*	1.6	1.8	0.3	124.0
2001	3.6	0.3	0.4	0.3	0.5	-	-	2.1	2.1	0.1	1.7	1.7	0.5	88.2
2000	3.4	0.3	0.3	0.3	0.6	-	-	1.9	1.9	*	2.1	2.4	0.4	108.6
1999	3.5	0.3	0.5	0.3	0.5	-	-	1.9	1.6	0.1	2.0	2.2	0.5	104.5
Tennessee														
2003	1.7	0.2	0.5	0.1	0.1	-	-	1.5	0.9	0.1	1.0	1.2	0.1	134.3
2002	2.0	0.1	0.2	0.1	0.1	-	-	0.6	0.4	*	0.8	0.8	0.1	101.5
2001	1.9	0.1	0.3	0.1	0.1	-	-	1.0	0.8	0.1	0.8	1.0	0.2	102.7
2000	2.0	0.2	0.5	0.1	0.1	-	-	1.2	0.4	*	1.3	1.6	0.2	105.2
1999	1.8	0.1	0.3	0.1	0.2	-	-	0.8	0.6	*	0.9	1.3	0.1	143.3
Massachusetts														
2003	2.1	0.2	0.2	0.2	0.4	-	-	1.2	1.2	*	1.7	1.3	0.2	127.3
2002	1.9	0.2	0.5	0.2	0.4	-	-	1.8	1.3	0.1	1.9	1.9	0.1	116.6
2001	1.9	0.2	0.4	0.2	0.3	-	-	1.8	1.4	-	2.1	1.6	0.4	94.5
2000	2.0	0.3	0.3	0.3	0.6	-	-	1.8	1.9	*	1.9	2.2	0.5	120.5
1999	2.0	0.2	0.3	0.2	0.4	-	-	1.2	1.1	*	1.5	1.4	0.3	111.4
Minnesota														
2003	1.8	0.2	0.2	0.2	0.3	-	-	1.2	1.1	*	1.5	1.5	0.2	94.5
2002	1.8	0.1	0.3	0.1	0.2	-	-	1.0	0.8	*	1.2	1.4	0.1	79.9
2001	1.7	0.1	0.3	0.1	0.2	-	-	1.0	0.7	*	1.0	1.4	0.1	103.1
2000	2.0	0.2	0.2	0.2	0.3	-	-	1.0	1.1	*	1.1	0.9	0.3	99.7
1999	1.9	0.3	0.5	0.3	0.4	-	-	1.9	1.7	0.1	1.5	1.9	0.6	96.9

California Year End 2003

SAMPLE HOUSEHOLD BASE

	Total U.S.	California Travel												
		Total	Busns	Leisr	Ovrnt Lei	Total Res	Leisr Res	Total N-Res	Leisr N-Res	Auto	Air	N-Res Hotel	Cultr	Avg \$ No tran
2003 Travel	52985	6422	1961	4785	3732	4174	3246	2248	1539	3929	2010	1338	6422	5892
2002 Travel	60458	7202	2254	5330	4126	4595	3562	2607	1768	4364	2266	1563	7202	6613
2001 Travel	69942	8474	2680	6256	4950	5425	4240	3049	2016	4979	2903	1759	8459	7785
2000 Travel	82094	9067	2995	6497	5482	5373	4050	3694	2447	4774	3258	2134	8506	8255
1999 Travel	94001	11055	3612	7989	6783	6584	5066	4471	2923	5827	4009	2680	10392	10128

CONFIDENCE INTERVALS

The confidence interval table indicates how well the data-based on a sample-reflects the entire population of travelers. The smaller the interval, the more accurate the data and the greater confidence we have that the sample number represents the population. For example, if the air travel finding for the U.S. is 10%-using the chart below-we can say that the actual proportion of the population is 10% plus or minus 0.2 percentage point. DKS&A uses a 90% confidence level. Because it reflects a good balance between accepting a difference in findings as real when it in fact is not, and rejecting a difference as not real, when it actually is (in statistical terms, the tradeoff between making a “Type I” and “Type II” error).

	Sample Size for 2003	At or near 0 to 2% or 98% to 100%	At or near 2% to 5% or 95% to 98%	At or near 5% to 10% or 90% to 95%	At or near 10% to 25% or 75% to 90%	At or near 25% to 75%
Total U.S.	52,985	0.1%	0.1%	0.2%	0.3%	0.4%
CA Total	6,422	0.2%	0.4%	0.5%	0.8%	1.0%
CA Business	1,961	0.4%	0.7%	1.0%	1.4%	1.9%
CA Leisure	4,785	0.2%	0.4%	0.6%	0.9%	1.2%
CA Overnight Leisure	3,732	0.3%	0.5%	0.7%	1.0%	1.3%
CA Resident	4,174	0.3%	0.5%	0.7%	1.0%	1.3%
CA Resident Leisure	3,246	0.3%	0.5%	0.8%	1.1%	1.4%
CA Non-Resident	2,248	0.3%	0.6%	0.9%	1.3%	1.7%
CA Non-Resident Leisure	1,539	0.4%	0.8%	1.1%	1.6%	2.1%
CA Auto	3,929	0.3%	0.5%	0.7%	1.0%	1.3%
CA Air	2,010	0.4%	0.7%	1.0%	1.4%	1.8%
CA Non-Resident Hotel	1,338	0.4%	0.8%	1.2%	1.7%	2.2%
CA Culture	6,422	0.2%	0.4%	0.5%	0.8%	1.0%
CA Average Daily \$ (w/out trans)	5,892	0.2%	0.4%	0.6%	0.8%	1.1%

METHODOLOGY

All of the information contained in the data tables is derived from D.K. Shifflet and Associates' **DIRECTIONS®** tracking system.

To meet the need for quality information, we conduct the largest, ongoing, monthly survey of U.S. consumers' travel behavior—the **PERFORMANCE/Monitor™**. Each mailing goes to 45,000 households per month, 12 months a year, resulting in 540,000 survey mailings annually.

- About 50 percent of the households return the questionnaire—producing about 260,000 returned questionnaires annually.
- Each household reports their last three months of travel and lodging. About 37 percent of households report one or more trips in a three-month time period, producing about 100,000 households reporting trips annually.
- Households often report more than one trip in a three-month period or report more than one trip in a year if surveyed more than once in the same year. The result is approximately 150,000 trips reported annually in our travel database.

Our methodology provides superior quality control measures:

- We use the Synovate, Inc (formerly Market Facts, Inc.) household panel—households who have agreed in advance to periodically participate in mail and phone surveys. Extensive information about the household and its members is obtained at the time of household recruitment. Thus, a key advantage of the household panel is knowing to whom surveys are sent and from whom surveys are received. Another key advantage of the panel method is higher response rates to surveys—typically 2x to 3x higher.
- The 45,000 mailings per month are balanced to the U.S. population across five demographic variables (geography, age, gender, income, and education). Returned questionnaires are *re-balanced* to these same variables. This re-balancing ensures findings reflective of the U.S. population and enables findings to be projectable to the entire U.S. population.
- Returned questionnaires go through an extensive set of manual (visual) and automatic (computer program) processing checks to improve data quality. Questionnaires containing anomalies are discarded or corrected based on insights developed from more than a decade of processing experience.

All volume estimates in this report are based on a revised visitor volume methodology. The revisions reflect changes in the national-level model and the incorporation of a small-area estimation model. The national-level revisions were necessary following the dramatic changes to travel behavior following September 11, 2001. The small-area estimation component adds enhanced reliability to quarterly and annual estimates by using other data sources (such as hotel room demand) as data “anchors” or “reality checks.” Data

reported reflect the influence of the revised volume model and the influence of revised population estimates resulting from the 2002 Census.

Responses are shown for the total sample as well as key subgroups. The percentages of some questions may exceed 100% due to the rounding of numbers and/or multiple responses permitted for that particular question.

QUESTIONNAIRE

D.K. SHIFFLET & ASSOCIATES LTD
DIRECTIONS® PERFORMANCE/MONITOR
SURVEY QUESTIONS
(9-19-02)

**Sample Contacted Annually: 540,000 Households
45,000 Per Month - Every Month - Year After Year
(9-19-2002)**

[unless otherwise identified,
each measure generally available by month back to 1991 or earlier]

2. **Travel CLUBS:** List your Frequent traveler programs and travel club memberships, (name of airlines, hotels, rental cars, auto club: AAA, etc; AARP). [Open End/Coded] [List up to 6]

LAST 12 MONTHS TRAVEL

3. In **last 12 months**, number of nights you stayed in **paid accommodations**
(e.g., hotel, condo, ship, campground) for:

Business: Number of Nights

[Open End/Actual]

Leisure: Number of Nights

[Open End/Actual]

4. In last 12 months,

Number of Airline Trips

[Open End/Actual]

Number of times Rented Car

[Open End/Actual]

Available since 10/92

Number of times to **Theme Parks**

[Open End/Actual]

Available since 6/96

- 4a. Overnight Trips: A night away from home, local or distant.
of Overnight Trips ____ ("0" if none)

- 4b. Day trips out of your local area (50+ miles one way):
of Day Trips ____ ("0" if none)

LAST THREE MONTHS TRAVEL

TRIP DEFINITION: Any Day-Trip out of your local area (50+ miles one way), OR any Night Away from home (local or distant)

5. Using the above definition of "Trip," in the Last Three Months did you go on any "trip"
 Yes (Go to Question 6)
 No (Return Questionnaire)

- 6. Answer questions below for each of your trips in the past 3 months**
(Months and Year Listed)

- 6A. TRIP**

- **Trip Start** Month and Date [Open End/Actual]
 - **Number of Nights** on Trip ("0" if day trip) [Open End/Actual]

6A2. Was the trip a group tour? (Y/N)

6B. Travel PARTY COMPOSITION

- | | |
|------------------------------|-------------------|
| ■ Number Men | [Open End/Actual] |
| ■ Number Women | [Open End/Actual] |
| ■ Number Kids Age 0-17 | [Open End/Actual] |
| ■ Number From Your Household | [Open End/Actual] |

6C. TRANSPORTATION

■ **MAIN Type** of Transportation:

- | | | |
|------------------|---------------------|------------|
| 1 – Airline | 5 – Bus | 9 – Ship |
| 2 – Amtrak Train | 6 – Camper/RV | 10 – Other |
| 3 – Other Train | 7 – Van/Small Truck | |
| 4 – Car | 8 – Large Truck | |

10. How Paid for Transportation

- | | | |
|----------------------|-------------------------|------------------|
| 1 – Cash/Check | 5 – Discover | 9 – Points/Miles |
| 2 – American Express | 6 – Diners' Club | 10 –Other/Free |
| 3 – MasterCard | 7 – Other Card | |
| 4 – Visa | 8 – Company Direct Bill | |

11. Reservation Type for Transportation

- | |
|---------------------------------|
| 1 – No Reservation |
| 2 – 800 Phone # |
| 3 – Corporate Travel Department |
| 4 – Travel Agent |
| 5 – Computer On-Line |
| 6 – Other |

AIRLINE

- If used Airline: **NAME OF AIRLINE** used [Open End/Coded]
- **Airline RATINGS**
- **Overall**
Rating: 1-10 Scale (1= Poor, up to 10 = Excellent)
Available since 8/91
- **Value**
Rating: 1-10 Scale (1= Poor, up to 10 = Excellent)
Available since 10/92

RENTAL CAR

- If used Rental Car: **NAME OF RENTAL CAR Company** [Open End/Coded]
- **Rental Car Co. RATINGS**
- **Overall**
Rating: 1-10 Scale (1= Poor, up to 10 = Excellent)
Available since 8/91
- **Value**
Rating: 1-10 Scale (1= Poor, up to 10 = Excellent)
Available since 10/92

▪ HOW PAID for Rental Car

- | | |
|----------------------|-------------------------|
| 1 – Cash/Check | 6 – Diners' Club |
| 2 – American Express | 7 – Other Card |
| 3 – MasterCard | 8 – Company Direct Bill |
| 4 – Visa | 9 – Points/Miles |
| 5 – Discover | 10 –Other/Free |

*Available since 7/96***EXPENDITURES BY CATEGORY**6D. **EXPENSE DOLLARS** ("0" if none)

- Main Transportation \$ *Available since 7/96* [Open End/Actual]
- Rental Car \$ *Available since 7/96* [Open End/Actual]
- Total Transportation \$ - including air, car, gas, etc. [Open End/Actual]
- Food/Drink \$ [Open End/Actual]
- Entertainment/Recreation \$ [Open End/Actual]
- All Shopping \$ [Open End/Actual]
- All Other \$ Except Accommodations [Open End/Actual]

VISIT TO EACH CITY

7. **Questions below are for EACH DAY TRIP and EACH OVERNIGHT STAY** (One per line)
- 7A.1 **WHERE**
▪ **City**, State (e.g. Miami, FL)
If out of U.S., write city and country. [Open End/Coded]
- 7A.2 **DISTANCE TRAVELED** (Calculated by Latitude/Longitude)
- 7B. **CITY RATINGS**
▪ **Overall** Rating: 1-10 Scale (1=Poor, up to 10=Excellent)
▪ **Value** Rating: 1-10 Scale (1=Poor, up to 10=Excellent)
Available since 10/92
- **VISITED CITY BEFORE** in Last 3 Years? (*Available since 5/96*)
- 7C. **Start DATE** of Visit to City: Month and Date [Open End/Actual]
- 7D. **PURPOSE Of Stay** in City
- | Company Business | Leisure/Personal |
|--------------------------------|------------------------------|
| 1 – Convention | 10 – Getaway Weekend |
| 2 – Training /Seminar | 11 – General Vacation |
| 3 – Other Group Meeting | 12 – Visit Friends/Relatives |
| 4 – Client Service, Consulting | 13 – Special Event |
| 5 – Inspection, Audit | 14 – Other Personal |
| 6 – Construction, Repair | |
| 7 – Sales, Purchasing | |
| 8 – Government/Military | |
| 9 – Other company business | |
- **Stopover In-Route** Yes No
- 7E. **ACTIVITIES**
▪ List primary activities for each stay:
1 – Nature/Culture:
 Observe & Conserve –
 ECO-TRAVEL
2 – Parks: National, State,
 etc.
3 – Visit Historic Sites
4 – Museum, Art Exhibit,
 etc.
5 – Concert, Play, Dance,
 etc.
6 – Festival, Craft Fair, etc.
7 – Night Life
8 – Gamble
9 – Watch Sports Event
10 – Hike, Bike, etc.
11 – Hunt, Fish, etc.
- | [List up to 4] |
|--|
| 12 – Snow Ski, Snow
Board |
| 13 – Other Adventure
Sports |
| 14 – Play Golf |
| 15 – Beach/Waterfront |
| 16 – Boat/Sail |
| 17 – Show: Boat, Car,
Home etc. |
| 18 – Theme/Amusement
Park |
| 19 – Touring/Sightseeing |
| 20- Group Tour (Separate
Question) |
| 21- Entertainment
(Expenditure-Based) |
| 22- Shopping
(Expenditure-
Based) |
| 23- Dining
(Expenditure-
Based) |

7F. **Number of nights in city** ("0" if day trip) [Open End/Actual]

7G. **PLACE STAYED**

- **Name** of hotel/motel, shipline, etc. (Use both the individual hotel name and the hotel chain name)
If friend/relatives' home, use "friend."
[Open End/Coded]
- **Stayed Before** in this building:
 Yes No
- **Suite Room:**
 Yes No

ACCOMMODATIONS

7H. **LOCATION** of accommodations:

- 1- Airport
- 2- Downtown
- 3- Suburban
- 4- Highway
- 5- Small Town
- 6 - Government Park
- 7 - Ship
- 8 - Other

7I. **TYPE** of accommodation:

- 1 – “All Suite” Hotel
- 2 – Resort Hotel
- 3 – Hotel/Motel
- 4 – Timeshare
- 5 – Bed & Breakfast
- 6 – Camping/RV
- 7 – Ship/Cruise
- 8 – My 2nd home/apt/condo
- 9 – Home/apt/condo (not mine)
- 10 – Other

7J. How were **RESERVATIONS** made for accommodations:

- 1- No Reservation
- 2- 800 phone Number
- 3- Direct to location
- 4- Corp. Travel Dept.
- 5- Travel Agent
- 6- Computer/On-Line (Available since 2/96)
- 7-Other

7K. **IN-ROOM COMPOSITION**: Who and how many STAYED in room:

- Number Men [Open End/Actual]
- Number Women [Open End/Actual]
- Number Children 0-17 Years old [Open End/Actual]

7L. **RATINGS**

- **OVERALL** - with accommodations: 1-10 Scale
- **VALUE** - of accommodations: 1-10 Scale
- **SERVICE** at accommodations: 1-10 Scale

7M. **PAYMENT For Accommodations**

- **WHO** Paid for accommodations:
 - 1- Self/Friend/Relative 4- Per Diem
 - 2- Expense Account 5- Free
 - 3- Company Direct Bill
- **HOW Paid** for accommodations: ("0" if free)
 - 1 – Cash/Check 6 – Diners' Club
 - 2 – American Express 7 – Other Card
 - 3 – MasterCard 8 – Company Direct Bill
 - 4 – Visa 9 – Points/Miles
 - 5 – Discover 10 –Other/Free

7O. **DOLLARS PER NIGHT** (Room Only) [Open End/Actual]

7P. Was price paid a **Special DEAL** Yes No

DEMOGRAPHICS

8A.	Number of Persons in Household	[Actual]	
8B.	Annual Household INCOME:		
	1- Less than \$7,500	11- \$30,000-\$32,499	
	2- \$7,500-\$9,999	12- \$32,500-\$34,999	
	3- \$10,000-\$12,499	13- \$35,000-\$39,999	
	4- \$12,500-\$14,999	14- \$40,000-\$44,999	
	5- \$15,000-\$17,499	15- \$45,000-\$49,999	
	6- \$17,500-\$19,999	16- \$50,000-\$59,999	
	7- \$20,000-\$22,499	17- \$60,000-\$74,999	
	8- \$22,500-\$24,999	18- \$75,000-\$99,999	
	9- \$25,000-\$27,499	19- \$100,000-\$124,999	
	10- \$27,500-\$29,999	20- \$125,000+	
8C.	OCCUPATION of Adult Heads of Household		
	1- Managerial/Professional	6- Operator, Laborer	
	2- Technical, Sales, Admin. Support	7- Student, Other	
	3- Service	8- Retired	
	4- Farming, Forestry, Fishing	9- Not Employed	
	5- Craftsman, Repairman		
8D.	EDUCATION of Adult Heads of Household		
	1- Attended Grade School	5 - Attended College	
	2- Graduated Grade School	6.- Graduated College	
	3- Attended High School	7. - College Post Graduate	
	4- Graduated High School		
8E.	MARITAL STATUS of Head of Household		
	1- Married	2- Never Married	3- Divorced/Widowed/Separated
8F.	GENDER of All Persons in Household	1- Male	2- Female
8G.	AGE of All Persons in Household	[Actual]	
8H.	Children in household:		[Actual Number, Age and Gender]
8I.	LOCATION of household:		State, DMA, ZIP Code, MSA, County
8J.	PRIZM coded respondents to block level address		All can be linked to Claritas PRIZM/Clusters and other databases <i>Available to clients as special purchase.</i>

Additionally,

Several INTERACTIVE MEASURES AND MODELS Are Generated. Examples:

Airline profile analyses by brand, route and distance
Rental car profile analyses by brand and markets
Hotel profile analyses by brand, type, segment and markets
Credit card profile analyses by brand and type of expenditure
City profile analyses by traveler purpose
Feeder market (origin/destination) analyses

Target opportunity model

Traveler analyses by type (frequent business, leisure, female business, etc.) **Traveler clusters**
“**frequent traveler clubs**” analyses

Positioning leverage model

Media leverage model (origin/destination per 1000)

Media planning model (media used by target cluster by feeder market)

Plus: several custom tabulations and proprietary modeling procedures

APPENDICES

Appendix A
Monthly Historical Person-Trips Volume (millions)

Total U.S. Travel

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2003	196.44	199.03	222.91	217.04	225.15	247.10	294.31	322.58	228.98	188.04	221.00	234.15
2002	185.62	197.18	211.04	211.67	217.43	240.11	280.80	299.20	214.75	185.26	216.53	225.19
2001	183.76	193.57	216.12	211.10	218.32	245.73	276.59	292.95	189.39	178.46	217.74	227.71
2000	168.94	186.63	203.94	205.41	210.72	252.70	267.56	283.24	216.50	194.23	232.03	227.48
1999	172.84	178.13	200.06	194.96	203.02	248.65	271.68	276.80	204.88	194.49	224.03	215.11
1998	163.65	161.02	185.96	182.91	191.38	237.52	266.24	273.03	203.59	190.17	215.08	209.48

Domestic Travel to California

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2003	23.81	22.32	27.12	25.09	24.24	24.68	28.96	35.81	22.33	18.14	24.01	23.41
2002	23.60	27.67	26.20	27.31	24.74	27.29	28.64	36.44	21.49	16.71	24.51	24.82
2001	21.37	25.73	27.59	25.63	22.83	27.80	31.16	32.46	21.55	21.09	23.76	26.78
2000	20.02	25.10	21.72	23.20	22.69	25.29	25.94	29.89	24.02	17.47	25.30	26.65
1999	19.29	22.56	21.63	20.62	21.28	24.08	24.28	28.11	21.29	19.53	21.65	22.04
1998	18.94	16.82	20.11	18.69	17.14	23.52	22.78	25.88	19.14	16.42	19.09	22.40

Domestic Travel To and Through California by Non-Residents

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2003	3.94	3.04	3.65	3.20	3.62	4.90	5.01	4.87	4.18	2.54	2.64	3.70
2002	2.95	3.46	4.45	3.49	4.12	4.39	4.19	4.72	3.05	3.01	3.39	2.90
2001	3.59	3.13	3.73	4.01	3.39	4.15	4.37	4.49	2.33	2.84	2.72	3.32
2000	3.25	2.41	4.44	3.17	3.51	5.45	4.55	5.01	3.63	3.33	3.06	3.98
1999	3.02	3.43	3.68	3.48	3.42	4.25	4.55	4.15	3.51	3.58	3.60	3.74
1998	2.77	2.64	3.72	3.56	2.98	4.08	4.31	4.67	3.76	3.02	3.25	3.28

Domestic Travel To and Through California by Residents

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2003	19.87	19.28	23.46	21.89	20.62	19.78	23.95	30.94	18.15	15.60	21.36	19.71
2002	20.65	24.21	21.75	23.82	20.62	22.90	24.45	31.71	18.43	13.71	21.13	21.92
2001	17.78	22.61	23.87	21.62	19.44	23.65	26.80	27.97	19.22	18.25	21.04	23.46
2000	16.77	22.69	17.28	20.03	19.18	19.84	21.39	24.89	20.38	14.14	22.24	22.67
1999	16.26	19.13	17.94	17.13	17.86	19.84	19.73	23.96	17.78	15.94	18.05	18.30
1998	16.17	14.19	16.40	15.13	14.15	19.44	18.47	21.22	15.38	13.40	15.84	19.12

The volume estimates are derived from the Small Area Estimation Model, an enhanced volume estimation method released in 2002. All historical volume estimates have been recalculated to reflect the new methodology, therefore, historical data will not match earlier reports.